Pacific Coin Machine
Review

VOL. 2 THE NATIONAL MONTHLY NEWS MAGAZINE OF THE COIN MACHINE INDUSTRY NO. 10

ANNUAL
Spring Special

APRIL 1935

NEW DISTINCTIVE *will* PROLONG *your*

NO LIMIT TO ADVANTAGES
BIG EARNINGS OF OTHERS

SIZE
20" x 40"

●

DOUBLE EARNINGS WITH TWO COIN CHUTES ON DUTY!

In presenting these Outstanding Games, we do so with FULL KNOWLEDGE that the New Devices displayed here [illegible] PROVED their ability on Test Locations, and [illegible] REAL MONEY for Operators who own them. Consider them favorably—Each and Every One—They'll render an accounting you'll be justly proud and glad to receive. . . .

"Roto-Lite"—A Rotating Light-Up Principle Out-Rivalling All Others...

Players are stimulated to the Highest Pitch with ROTO-LITE—a game that's fairly ALIVE with ACTION! A ball in the "Spinner Hole," and ROTO-LITE'S aflame with Brilliant Scoring Opportunities. Colored Lights Rotate—Whirl—and Line up in Direct Color Diameters on Twin Discs in back. ROTO-LITE'S Playing Field ties in perfectly with its Spectacular Scoring—A "Kicker" too—adding PUNCH and APPEAL. SEE ROTO-LITE—PLAY ROTO-LITE—You'll OPERATE it for PROFITS indefinitely.

Priced for Volume Production at $68.50

First Good Counter Game in a Year

The New BABY LITE-A-LINE is LOADED with PLAYER APPEAL—

And naturally so—for the Larger Lite-A-Line is Packing Players into Locations Everywhere. So, no wonder the New BABY LITE-A-LINE is raising such havoc at the counter. Right in the Midst of Things—Close to transactions—Cash Register Earnings are bound to fill up BABY LITE-A-LINE'S container quickly. It's a Life-Saver for Operators—A NEW SOURCE OF SPLENDID INCOME you can't pass up!

BABY LITE-A-LINE

The New Counter Game!

●

SIZE
16" x 24"

Write, Wire, Send in Your Order for IMMEDIATE DELIVERIES!!

Priced Low at $32.50

PACIFIC
AMUSEMENT MFG. CO.

4223 WEST LAKE STREET
CHICAGO, ILLINOIS

Deliveries on BABY LITE-A-LINE and ROTO-LITE f.o.b. Chicago. See Your Jobber At Once!

1320 SOUTH HOPE STREET
LOS ANGELES, CALIFORNIA

PACIFIC COIN MACHINE REVIEW for April, 1935. Vol. 2, No. 10. Published monthly at 1113 Venice Boulevard in Los Angeles, California, by Paul W. Blackford, editor and publisher. Subscription rate: $1.00 per year, 25c per copy. Acceptance under Act of June 5, 1934, authorized March 2, 1935.

SKILL GAMES *that* INCOME *Indefinitely!*

THESE SMART GAMES OFFER— ARE SURELY COMING TO YOU!

Pacific aims not to urge or impell you to buy—but to present these Original and Well-Planned Products in a manner that will enable you to INTELLIGENTLY SELECT the type of equipment YOUR judgment dictates. This Wide Variety offers a Combined Value never equalled before. . . .

IN HEAVY PRODUCTION WITH GROWING DEMAND "TIME"

Locations everywhere are asking for TIME with its PRIMARY and SECONDARY Systems of Scoring. For, with TIME in action—Playing Interest is keyed to a point remarkable to note. Customers constantly repeat their attempts—sending ball after ball to "Shoot the Tube"—to fill up the Dial—to hope that the "Kicker" will snap them into High Scoring Pockets. Yes! TIME is a game they ASK for and DEMAND!

Immediate "TIME" Deliveries from Los Angeles DIRECT!

SIZE 20" x 40"

A Smart Purchase at

$42.50

Also 22" x 44"

$49.50

SIZE 20" x 40"

Reasonably Priced at

$62.50

Also 22" x 44"

$67.50

Immediate "NEONTACT" Deliveries from Los Angeles Direct

Neontact THE NEW NATION-WIDE AWARD SPELLING CRAZE!

NEON LIGHTS! And actually SPELLING TWO—FIVE—TEN and TWENTY in Brilliant NEON Light-Up Awards! Here's an Operators' Game if ever—and a Players' Game that knows no bounds for Enjoyable Entertainment. Consequently—with NEONTACT in any location, you can expect THRONGS of people to play it steadfastly—as they are now doing in countless locations—PROVING the Principles involved have Excellent EARNING POWER!

Write — Wire — Send in Your Order for IMMEDIATE DELIVERIES!

PACIFIC AMUSEMENT MFG. CO.

4223 WEST LAKE STREET CHICAGO, ILLINOIS

1320 SOUTH HOPE STREET LOS ANGELES, CALIFORNIA

DROP EVER

[If Necessary, Arthur!]

...because

LOCATIONS ARE CALLING

for

Barrel Roll

●

BOUNCE INTO PROSPERITY

By supplying those choice locations with BARREL ROLL! Players everywhere are asking for this sensational winner that has set a new high for performance and earning power in the past two months. The public can't be wrong!

BARREL ROLL is putting new life into locations and opening up new ones, simply because its fascinating new features, rotating reels, elevated rails, flashing lights, steal the play from ordinary games. You'll reap heavy profits . . .

on BARREL ROLL

THE ONLY MARBLE GAME WITH ROTATING REELS

For Sale by

ALL LEADING JOBBERS FROM COAST to COAST

YTHING and GET STARTED

on

BARREL ROLL

The Pin Game With That *ORIGINAL* APPEAL!

Yes, BARREL ROLL is far out in front in design and construction, yet the secret to its tremendous popularity is incorporation of the ORIGINAL PRINCIPLE of coin machines in its thrilling pin game style! When those reels match up for *extra* scoring, the players simply can't resist! The 'come-on' shot at the 1500 and 2000 holes, always good for extra nickels, is another EXCLUSIVE FEATURE of BARREL ROLL.

It Has Everything:

Revolving Reels
Flying Bridges
Triple Advancers
Free Plays
Colored Lights
'Come-on' Shot

▼

Earnings prove we were right when we said: "A BARREL of Profits awaits BARREL ROLL operators."

Order BARREL ROLL Today!

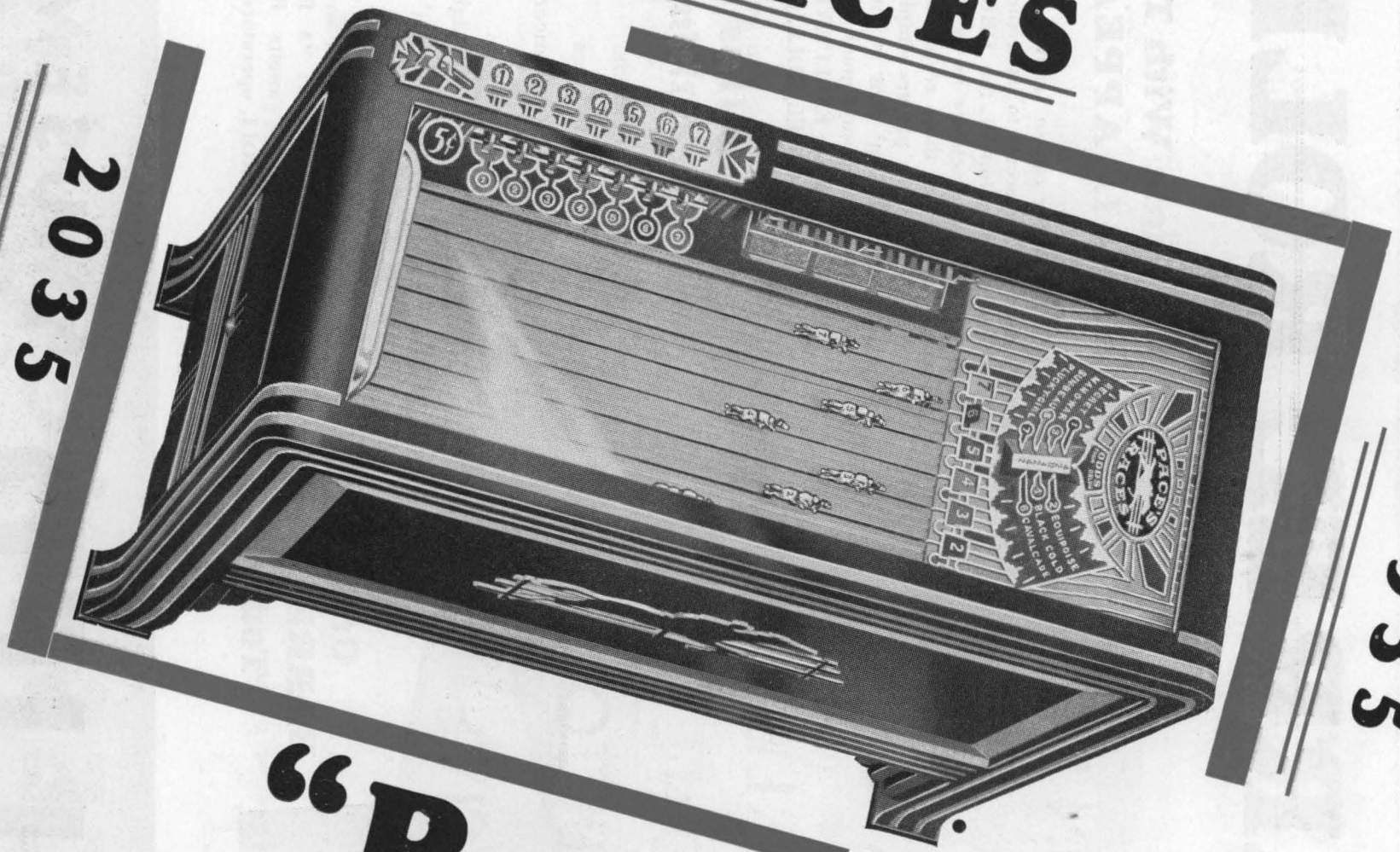
Manufactured by

ALLIED AMUSEMENT COMPANY

1425 South Flower Street — Los Angeles, California

PACES

2035



1935

"RACES"

WARNING! To All!

PACES "RACES" THE GREATEST COIN-OPERATED MACHINE EVER KNOWN IN THE 50 YEARS' HISTORY OF THE INDUSTRY IS SOLD EXCLUSIVELY BY STATE AND/OR TERRITORIAL DISTRIBUTORS

CERTAIN PARTS of this machine—specially the paper roll must be renewed every few weeks due to the terrific play which this machine gets. This roll is numbered for each machine and duplicate replacement rolls will only be supplied through the duly authorized distributor in each STATE to whom the machine was originally sold. And without this roll a "RACES" is not worth a dime.

OPERATORS whose "RACES" are subsequently prohibited, should resell them to their authorized distributor or we will ourselves pay spot cash for them.

THE SALE of "RACES" is absolutely controlled and confined to your State Distributor from whom you must secure repair parts.

BUY ONLY from your State Distributor—otherwise in a few weeks you will have a worthless machine.

DISTRIBUTORS are warned that if they sell or operate "RACES" outside of their allotted territory, we will decline to honor any future orders from them either for machines, repair parts or rolls.

EXCLUSIVE County rights will be given you by your State Distributor and we will co-operate in maintaining the exclusive for you.

FREE Railway and hotel bill is paid by us for you or your mechanic when your orders reach five machines. Come to Chicago five days at our expense—see the greatest coin-machine factory in the world—learn how simple "RACES" are.

"RACES" earn $10.00 to $100.00 for every dollar invested as compared with any coin-operated machine made now or that has ever been made. $200.00 to $500.00 weekly not unusual.

WRITE, WIRE OR TELEPHONE FOR COMPLETE INFORMATION

PACES RACES, Inc.

H. R. MASER, Manager, Pacific Coast Office

1182 MARKET STREET SAN FRANCISCO, CALIF.

FIRST OF 3 GREAT NEW HITS...

COMBINATION

By Harry Williams!

He has given you the Greatest Winners in the Pin Game Industry:

A REALLY GREAT
LIGHT-UP
PIN GAME

Light-Up Anti-Tilt stops cheating . . . Every ball controls a light . . . Automatic shut-off saves batteries . . . Light-Up Unit Built-in.

▼

Stupendous ACTION

"Floating Action" marbles are directed into double playing field, with two ways to score! Twin kickers help player fill special SKILL AWARD area, and positive out-ball return increases that thrilling

LAST-BALL SUSPENSE!

SIZE
20″ x 40″

▲
SKILL AWARD
Most Novel Scoring Feature Ever Introduced
▼

ADVANCE CONTACT SIGNAL ACTION TRAFFIC—
(now being released by Bally)

And NOW... COMBINATION!

▲
It's Precision Built

Absolutely bug-proof, COMBINATION has the most simplified mechanism made. Yet it captivates the players with its attractive appearance. Natural finish cabinet with built-in lighting unit, playing field in five colors. Super-sensitive plunger, visible coin chute.

▼

ORDER TODAY!

COMBINATION **Will bring TREMENDOUS EARNINGS!**
Carries the Williams 7-day, Money-Back Guarantee

Don't Miss This One! Order Direct or see your favorite Jobber

AUTOMATIC AMUSEMENTS CO.

"ALWAYS SOMETHING NEW"

2534 WEST PICO STREET **LOS ANGELES, CALIF.**

The SPORTSMAN PAYOUT TABLE

ABSOLUTELY the hottest thing in the PIN GAME FIELD

NO NOVELTY TO WEAR OFF

DeLuxe Size:
18½" x 42"

CONSTANT OPERATION

GETS BIGGER AND LONGER PLAY

A JENNINGS GUARANTEED PRODUCT

Actual "Cashbox Count" proves the Sportsman to be the hottest money-maker in the field from a standpoint of net profits.

We say "net profits" because the Cashbox Count tells only half the story. The rest of the good news is this: the Sportsman STAYS IN PLAY. No "time out" for repairs . . . no idle days to put a hole in your "take."

The Sportsman has been constantly improved since it was introduced a year ago. The mechanism works a thousand times out of a thousand. No disappointments for players . . . no trouble for the location . . . nothing but the regular round for collections for the operator.

The Sportsman has been pronounced a game of skill by a multitude of legal judges, an attorney general and others with authority to speak. They say there is no difference between a skill table such as the Sportsman which pays out rewards automatically, and an ordinary pin table on which rewards are paid over the counter. Hundreds of cities are rapidly falling into line and permitting the operation of the Sportsman. It won't be long before the Sportsman will be operated in every territory in the country.

Remember, the real secret of big profits with any pin game lies in its long, uninterrupted operation. You can operate the Sportsman day after day, month after month, year after year because the payout puts pep into the play. The Sportsman will outlast and outprofit 10 ordinary pin tables. A sample Sportsman will be sent to you on a 10-day Trial with Money Back Guarantee.

O. D. Jennings & Company manufacture a complete line of coin-operated amusement and vending machines, scales and games. Write for free, complete, illustrated circular.

WEST COAST DISTRIBUTOR — Jno. R. Moore & Son, 120 Golden Gate Ave., San Francisco, California

O. D. JENNINGS & COMPANY

Manufacturers
ESTABLISHED 1907
RATED AAAI

4309-39 WEST LAKE ST. - *CHICAGO*

FACTORY BRANCHES IN PRINCIPAL CITIES

Monthly Bulletin

SOL GOTTLIEB COMPANY

1347 W. Washington Blvd., Los Angeles, Cal.
Local Phone — PRospect 3351 Long Distance — PRospect 6957

ALL THE *GOOD* NEW GAMES

CYCLONE	$72.50	QUICK SILVER	$67.50	BARREL ROLL	$69.50
SCORE-A-LITE	44.50	BEAM LITE	39.50	CAVALCADE	39.50
NEONTACT 44″	67.50	TRAFFIC Model C	49.50	KELLY POOL Sr.	52.50
BABY LITE-A-LINE	32.50	STAR-LITE		KELLY POOL Jr.	39.50

AUTOMATIC PAY TABLES

MATCH PLAY	$87.50	TRAFFIC Model A	$99.50
PUT 'N TAKE	67.50	GOLD RUSH	67.50
WHIRLPOOL	94.50	EQUITY	87.50

LOCALLY-BUILT WINNERS

NEONTACT — **$67.50** — 44″, By PAMCO

COMBINATION — **$49.50** — By HARRY WILLIAMS

CRAZY LANE — **$54.75** — By CALIF. GAMES

Watch for DEALER, by Harry Williams

What You Buy Is Important ■ *Where* You Buy Is Most Important

Largest Assortment

Of GOOD RECONDITIONED GAMES

on the Entire Coast!

Action, 44″	$27.50	Jennings Football	$22.50	Signal	$18.50
Airways, 36″	4.00	Lightning	12.50	Skyscraper	15.00
Beacon, 40″	35.00	Live Power	17.50	Triangle	27.50
Blue Streak, 38″	17.50	Lite-A-Line, bowl type, single slot	45.00	Turn Table	22.50
Contact Jr. 44″	15.00	Major League, 40″	18.50	World Series	4.00
Contact Sr. 60″	10.00	Major League, 44″	20.00	Miscellaneous 5-ft. games, each	8.00
Contact Baby 30″	8.00	Merry-Go-Round	12.50		
Criss Cross, lights	35.00	Pro-Eleven, 44″	42.00	COUNTER GAMES	
Criss Cross, plain	25.00	Push Over	10.00	Select 'Ems	10.00
Drop Kick	18.50	Rebound Sr.	35.00	New Deal	7.50
Flying Trapeze Sr.	32.50	Register Jr.	22.50	21 Venders	8.00
Flying Trapeze Jr.	25.00	Register Sr.	32.50	Gypsy	6.00
Gridiron, 36″	22.50	Rocket	27.50	Little Merchant	22.50
Jack Rabbitt	15.00			Chicago Clubhouse	10.00
Jigsaw	4.00				

Collection Books, Approved by State Board of Equalization, each 10c

Special MILLS BLUE FRONT Silent Golden Venders. Serial Numbers 330,000 or over, each ***$65.00***

YOUR OLD MACHINES HAVE A TRADE-IN VALUE WITH US

PAUL W. BLACKFORD
Editor and Publisher

Pacific Coin Machine
THE Review

Publication Office: 1113 Venice Boulevard Fitzroy 8269

25 Cents Per Copy — One Year . . . One Dollar

Published at Los Angeles, California, during the first week of each month for distribution to operators of coin controlled equipment from coast-to-coast and with a 95% coverage of the eleven states west of the Rocky Mountains

National Ops Invited to Coast Show

Minnesota May Have Slot Bill

ST. PAUL—Passage of a bill introduced by Senator J. L. McLeod to legalize slot machines in Minnesota was recommended by the Senate committee on legislation after Senator McLeod had told the committee that it was planned to permit communities to regulate use of the devices.

The state tax would be $50 yearly per machine, with each city empowered to invoke its own license fees. Some senators indicated they might include pin tables in the scope of the bill.

●

Drollinger Tax Fight Appealed

DALLAS—Further appeal of Harry I. Drollinger and other Texas operators against the state tax on coin machines has resulted in a continuance of the injunction they had obtained to prevent the Texas tax collectors from levying on the machines.

Although the injunction was dismissed by action of the 98th District Court at Austin, Drollinger filed further appeal on the grounds the tax bill discriminated between coin machines, exempting such types as pay toilets. Posting of supersedeas bond served in effect to continue the injunction.

New tax legislation approved by the operators is now before the state legislature.

●

Alabama Is Ready For State Fight

BIRMINGHAM—Efforts to check some of the adverse results of the recent State Supreme Court decision before convening of the state legislature April 30 are being made by Alabama operators through the formation of a state association.

Max Horwitch, 1902 Eighth Avenue, North Birmingham, is secretary of the organization, which is becoming statewide in scope following a meeting held February 24th at the Tutweiler Hotel.

Funds are being raised to assist in the fight to obtain more progressive laws governing skill games.

BROADCASTING A BETTER UNDERSTANDING OF THE COIN MACHINE INDUSTRY
A WELL-ORGANIZED NATIONAL ASSOCIATION OF OPERATORS
UNFAIR LEGISLATION
POLITICAL RACKETEERS

Milwaukee Jury Rules on Skill

MILWAUKEE—In an important test case on pinball games before municipal court here, a jury of seven men and five women ruled that playing the game is an art requiring skill and acquitted Dion Condos, a cigar store proprietor, of a charge of possessing a gambling devise. Condos previously had been found guilty and fined $25 by Judge G. E. Page in district court, and the victory in municipal court was significant because the city offered the same evidence in each instance.

After the verdict the city attorneys, William Quick and Arthur Hellerman, challenged the defense attorneys, J. A. Padway and Michael Klein, to a game on Condos' table to prove that luck dominated. Padway and Klein's skillful shots won out for a second victory in the case.

May 5

is the closing date for the May issue of

***The* REVIEW**

●

All copy and cuts intended for the May number must be in Los Angeles by May 5.

Event Follows San Diego Fair

LOS ANGELES—Eyes of the nation's operators are beginning to focus in the general direction of this "pin game capital of the West" as plans go forward for the second annual Pacific Coast Coin Machine Show to be held here the first week in September.

Double interest is offered those attending the coast show this year because the coin machine display will be on just at the close of the California Pacific International Exposition at San Diego and thousands of operators will gather here to take in both events. Special transportation rates will be in effect.

An invitation is being extended to the National Operators' Association to hold its annual meeting here during the coast show, and the committee in charge is arranging to provide an auditorium free of charge for the use of the operators. Their meetings and programs will be conducted solely by operators.

According to tentative plans just announced, the 1935 exposition will be held in the spacious display hall of the famed Ambassador Hotel, which offers ample space for the grouping of exhibits under one roof. With the placing already of 27 reservations for booths, more than half the total number taken for the 1934 show, it is believed that the number of booths for the September show will exceed 125.

Entertainment, one of the drawing cards of the 1934 show that still has the western coin machine men talking, is being arranged on an even larger scale this year.

An innovation will be the inauguration of the annual National Operators Golf Championship, with one morning devoted to competition for a huge perpetual trophy put up by Paul W. Blackford, publisher of THE REVIEW. Another outdoor event that promises to attract wide attention will be the staging of a water carnival in the large Ambassador pool. Olympic Games stars will provide exhibition diving and swimming events.

The affair will be brought to a close at the annual banquet and entertainment for which the show committee again will take over the entire facilities of the famous Cafe de Paree night spot. Cream of the stage and screen talent of Hollywood and the Pacific Coast will provide the entertainment, augmented by a large dance orchestra and special floor show acts of the type

(*Continued on page* 13)

Coin Wrappers

TUBULAR AND FLAT

Penny, Nickel, Dime and Quarter Size

$1.00 PER THOUSAND

POSTPAID—Cash With Order
(Stamps accepted)

BALL GUM

ADAMS FIVE STAR

(Amer. Chicle Co.)

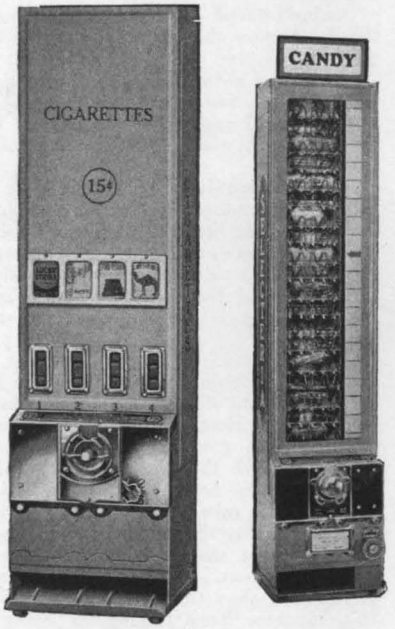
$12.00 per case of 100 boxes
(10,000 balls)

FREIGHT PREPAID anywhere in U.S.A.

Large Stock *of*

NEW and USED MACHINES

of all descriptions

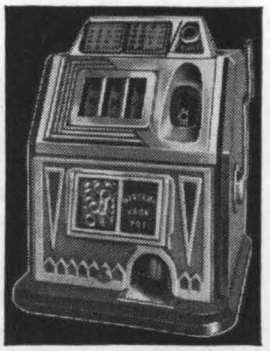


SELECTIVE

Cigarette and Candy

VENDING MACHINES

Attractive, Low Prices quoted on application



The New PRINCE

Standard Automatic Payout Bell

MYSTERY JACKPOT

PENNY PLAY

$48.50

NICKEL PLAY

$52.50

The Mystery Jackpot is the simplest, most ingenious, ever devised. Works automatically in every respect and attracts bigger play. Always a full display of money to play for. The player never knows if jackpot has just been hit. Jackpot looks enormous and pays out in a unforgettable stream of pennies. Averages over $1.00, and fills at once automatically.

REMEMBER — The Prince has full size sturdy mechanism. The lower price is due to simplification. The Prince is unconditionally guaranteed to be the most completely satisfactory penny machine made.

14 in. High, Weight 45 lbs.

1. Bent coin rejector. Pull plunger in rear to release bent pennies.
2. A separate lock for rear of coin neck. Allows location to remedy any possible clogging.
3. Cash box is taken out of front.
4. Strong steel back and attractive two-tone cabinet.
5. Never an empty looking jackpot.
6. Impossible to cheat.

Dice-o-Matic VENDER

4 Games In One

A proven Money Maker

Size: 12x7x5

Price: $10.00

One or a Hundred

⅓ Cash with Order
Balance C.O.D.

LATEST MODEL

$14.50

One or a Hundred

Latest Models

Dandy Venders

FRUIT or NUMBER REELS

•

Plain Model $11.50

Jackpot Model 12.75

•

Payout in Cash, Fortune, Beer, or Cigarettes

RAPID Penny Counter—Capacity $ 5.00 } Price $1.75 Each
Nickel Counter—Capacity $12.00 } Postpaid

SPEEDY Penny Counter—Cap. 50c } Price: 55c Each
Nickel Counter—Cap. $2.00 } Postpaid

COLLECTION BOOKS ..... 7 cents Each, Postpaid

PENNY COIN CHUTES ..... $1.50 Each, Postpaid

RUBBER BUMPERS ..... 50c per Dozen, Postpaid

Cash with order—Postage Stamps Accepted

VIKING SPECIALTY COMPANY

OUR SIXTH YEAR
At This Address

Distributors and Jobbers Exclusively
Phone ORdway 6641

632 POLK STREET . . . . SAN FRANCISCO

EINAR WILSLEV
President
Res. Phone: UN-3852

References: Dun-Bradstreet's or The Review

All Machines and Merchandise Warehoused in San Francisco

National News Notes

A. L. Kropp of Meridian, Mississippi, the operator who won the Chevrolet delivery sedan given away at the Chicago show, wasn't the only lucky fellow attending the convention. Hundreds of prizes were given away, one of them a Rock-Ola Multi-Selector phonograph which went to Mr. and Mrs. N. M. Welch of Parkersburg, West Virginia. The Welches said it wasn't all luck in their case, however, as they carried a rabbit's foot along to the show with them.

A campaign of location displays and posters is planned by the Brunswick Record Corporation to aid music operators. Following the lead of the Dallas office of the firm, demonstration recording rooms have been arranged for operators in the New York and Chicago offices of Brunswick.

Dudley Lock Company, Chicago, has a new pick-proof lock operated by a four-way key, and each lock carries a $100 Lloyd's policy that it is pick-proof.

Additional factory space has been taken by J. H. Keeney & Company of Chicago as a result of the demand for Quick Silver, reports Jack Keeney.

Larger quarters are the order of the day for the Connecticut Amusement Machine Company, jobbers of Waterbury, Conn.

George Ponser of Newark, N.J., plans to open distributing offices in New York City in conjunction with his Newark business.

One of the many boosters for Beacon, the new Stoner game, is Dave Robbins of Brooklyn.

One of the unique booths at the recent show was the Chic Sale headquarters and board fence arrangement of the Western Equipment and Supply Company, headed by Jimmy Johnson.

Speaking of the show, the automatic hobby horse of the A.B.T. Manufacturing Company got a big play in the newspapers carrying a load of pretty girls.

An old hand on a new job is J. O. Bates, sales manager for Pace Manufacturing Company and one of the leading lights at Pace's Races pre-convention party. J. O. was formerly with Caille Brothers.

Responsibility for the proper display of licenses on pin games and other amusement devices is placed on the shoulders of the location owners in a bill introduced at a special session of the Louisiana legislature. Sponsors say it is an easier way of checking up.

Enactment of a 3 per cent general manufacturers' excise tax and abolition of so-called "nuisance" taxes are proposed in a bill introduced at Washington by Rep. McLeod of Michigan.

No coin-operated amusement devices of any kind are permitted in Portugal, reports Louis Brown, amusement park operator at Lisbon.

A bar specially for the convenience of operators is featured in the new jobbing establishment opened by H. H. Cohen of the Ohio Specialty Company at 129 West Parkway in Cincinnati.

N. H. Hermann, well known Paris distributor, plans to open a New York offce to handle exports to France.

Sportland operators in New York had a big dinner party at the Casino de Paree for members and their families March 12th.

French operators and jobbers are having a time with thieves, what with the showrooms of Oscar Yeni in Marseilles and an arcade on the Boulevard Clichy in Paris being broken into recently.

Manufacturing of a new type pool table designed by Ben Marshall is causing the branching out of the Marshall-Lemke distributing firm of Detroit. They have expanded to the third floor of their present building.

Operators calling on the Pacific Amusement Manufacturing Company at the show enjoyed the privacy of PAMCO's airport suite at the Sherman Hotel, with Fred McClellan and his staff showing off the new games.

Beautiful young women from the Pace Company's office force served cocktails and generally put the guests at their ease at the merry pre-convention party of Pace's Races at the Congress Hotel.

Popularity of automatic crane machines in France seems assured for a long time to come. The Paris police are considering regulations for amusement devices and never bother a digger machine unless it has "dead" spots where candy or prizes cannot be lifted by the claw.

A recent ruling by the New Jersey commissioner of state alcoholic beverage control that coin-operated machines are permissible in beverage places was enlarged upon to include table tennis, checkers and quoits. Cards are banned.

A new sportland at 3315 South Main Street in Houston, Texas, has been opened by Rolfe Stanley, who also has a jobbing business there.

The Acme Vending Company of New York has added a midtown branch at 448 Ninth Avenue, according to Mac Perlman and Sol Wohlman.

Among the many revenue-raising bills hurriedly introduced in the New York legislature was one providing for a prohibitive tax on pinball games. It would tax the games $50 each up to three on a location, and from three to 40 machines the rate would be $2000 a year additional. Operators' associations were busy working to prevent the passage of this unfair legislation.

International Mutoscope Reel Company has added 10,000 square feet of factory space for the production of Checkers, Bill Rabkin, president, announces.

A novel contest has been arranged by M. S. Gisser of the Hercules Sales Organization of Newark, N. J., in which operators are invited to guess the number of days it will take for a large shipment of Red Cross venders to reach Australia. A cable from Sydney recently ordered 100 of these automatic merchandisers.

Suggestion by Alderman Elias Jacobs of New York City of a lottery as a means of raising funds to restore teachers' salaries to the 1932 level has met with the opposition of the teachers.

The G. M. Laboratories, Inc., has entered the pin game manufacturing field with the production of Builder-Upper, a new game with progressive scoring and colored glass as a cabinet feature.

Another new manufacturer is the E. R. Henry Mfg. Co. of Buchanan, Mich., which has taken space in the Treat Building for production of a baseball game.

A vending device which sells four razor blades for a dime and which may be adjusted to vend penny stick-gum is being prepared for the market by the Redco Products Corp. of La Crosse, Wisconsin.

Walter Trasch, head of the A. B. T. Manufacturing Company, has left Chicago for his annual winter vacation in Florida.

Babe Kaufman, the prominent lady jobber of New York, was presented with a $2000 check the other day as her share of $8000 won in a European lottery by her 76-year-old father, who gave the money to his four children.

Congratulations are being extended to H. A. Fabricant of the S. & F. Sales Co. of Brooklyn and Mrs. Fabricant on the birth of a son, Robert Benjamin Fabricant, March 4th.

Use of metal discs not redeemable in merchandise for replay in amusement

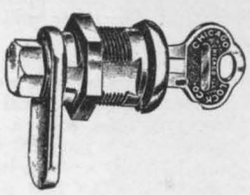
(*Continued on page* 73)

COAST SHOW

(*Continued from first page*)

which had the boys talking to themselves last year.

Advance information on the 1935 coast show may be obtained from the exposition committee at 1113 Venice Boulevard, Los Angeles.



COIN CHUTES and LOCKS

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The Right Kind of Licensing

By
O. D. Jennings

THE words "licensing" and "revenue" are synonymous. Wherever you find the one, the other is sure to follow. The purpose of licensing is to raise revenue for one thing or another and the more revenue licensing earns, the more important licensing of that particular business or profession becomes.

Since the beginning of time, nations licensed business and individuals for the purpose of operating the government. Every business, small or large, was asked to contribute toward the function of government. In return, the government protected and regulated the source of its income. The more support it received from that business, the more consideration it retaliated for the good of that business.

My suggestion for licensing in regard to the coin machine industry is nothing new. It is simply following in the footsteps of the experience of other businesses now being licensed. My contention is that if a government were to receive a fair and equitable income from the coin machine business, particularly from the operation of machines, it would do everything possible to assist that branch of the industry for the good of all concerned. The less interference with the operation of machines, the more money operators would make and consequently the bigger the income would be to the government. There is no other answer to that problem.

This question of licensing machines has been misinterpreted in several parts of the country. Just like any other proposal, however desirable it may be, there are always certain people who will go to extremes and misuse the privilege. I want to make this point clear to everyone in the industry, that while I am in favor of placing an equitable license for the operation of coin-operated machines, I am at the same time strongly opposed to any license which will create monopolies or place a burden on certain types of small machines which, because of their low earnings cannot stand any kind of tax whatever.

The suggestion of certain pin-table operators of placing $1.00 per year tax on a pin table is just as ridiculous as placing a $10.00 tax on small merchandise machines of low earning capacity—like peanut machines.

With the same thought in mind a too-large tax on coin-operated machines is just as detrimental as too little, whereas a fair and equitable tax on each type of construction, based on its earning experience, would answer the problem with fairness to all.

A license on the operation of coin-operated machines should be such that it defrays all cost of administering, plus a fair surplus for revenue purposes. Too small a tax would not only defeat its purpose, by not earning enough money to make it worth while, but in many instances it would cost the tax-payer money to have it enforced. No license at all would be better than a license which would not pay its own way. A license in order to be successful must *raise revenue.*

An equitable occupational tax should be paid by the operator and placed on each unit with a certain limit included. In other words, the amount of the tax will be determined by the number of units which an operator controls. Supposing the tax was on units of fifty. For each fifty the operator would pay a similar tax. Supposing the tax were $100 for fifty machines and the operator wanted to operate seventy-five, the tax would be $200, and the same cost would apply up to a hundred machines.

In addition to the occupational tax, an individual tax should be placed against each machine. This tax also should be paid by the operator. The operator should be the only one having the right to purchase an individual machine unless provisions are made to the contrary.

Whenever you have a license on a business or profession, you have regulation and control by the government. This regulation acts as a form of government for that particular business or profession. It elevates it to a higher plane and in many instances directly influences its growth and success.

A license on a business accomplishes two things: *regulation* and *revenue.* Take for example the oil industry, the steel industry, telephone and telegraph and other industries. Through licensing, the government is able to control and regulate, as well as derive substantial revenue. The same is true of the professions, law, medicine, chemistry. In order to protect the public, the government exercises its authority for the good of all concerned—the public and the profession—by legal regulation.

This same regulation and control if directed to the operation of coin machines would lift our industry to a highly desirable plane. It will afford all the advantages and benefits of governmental regulation and control and eliminate all the abuses which are ever present in the operation of machines.

Summarizing the facts, then, we have:

First—Licensing means revenue, so be sure that the licensing brings revenue. If the license is designed so that it would not bring a fair revenue, I am opposed to it.

Second—License coin-operated machines in keeping with the experienced earnings of those machines. Some of the small machines cannot stand any licensing. Other machines can stand a little and still others, because of their higher earnings can stand a substantial amount.

Third—So arrange your licensing so that it will discourage and prevent monopoly of operation.

Fourth—See to it that the revenue from licensing will adequately pay for the expense of administering it, as well as leave a substantial balance in revenue to help defray the cost of government.

Fifth—Licensing will bring along with it regulation and order to the operator and to his problems. It will keep out questionable characters and punish the hoodlum and hi-jacker. It would place operations on a high plane just like other well-regulated business.

If licensing is carried out along the lines suggested, it will accomplish the purpose for which it is intended. Any radical deviation from these principles will be detrimental and injurious to a program which will benefit the industry as a whole in time to come. Because of the fact that government is seeking all possible sources of income, it will sooner or later include licensing on the operation of coin machines. If those of us interested in this industry will take the initiative and make recommendations which are just and equitable for all, we will bring about the desired results speedily and successfully.

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CHICAGO—The lucky winner of the new Chevrolet delivery sedan which was given away at the Coin Machine Show was A. L. Kropp, veteran operator of Meridian, Mississippi. His letter of thanks to the NACOMM says:

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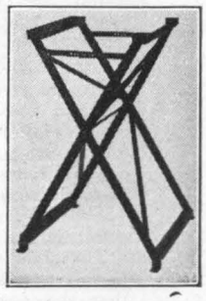

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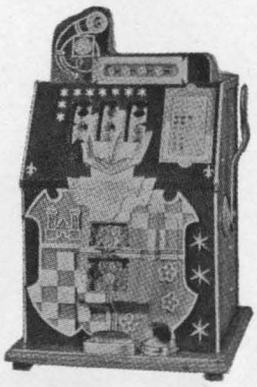

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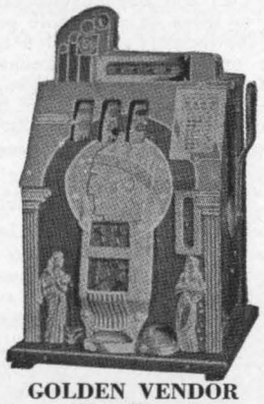

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PACIFIC COIN MACHINE
REVIEW

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Unified Operators

Out of the recent Chicago convention has come another movement to organize a national association of coin machine operators. Let us hope that the spirit shown during the past month does not die down but continues under able leadership until localized support has a chance to function. Then, and then only, will it be sufficiently stabilized to present a unified front.

The chief argument in support of a national organization of operators is the fact that the operator is the industry's only constant source of contact with the public. The manufacturers, through their centralized executive power, are frequently able to bring pressure to bear at the right place and the right time in legislative matters. But think how much more effective their work would be if it were backed up by solid action on the part of the operators and the public opinion they had enlisted! Influential senators and assemblymen may be persuaded to listen to reasonable presentations of the industry's side of a tax issue by the manufacturers' spokesman, but the real force behind such a presentation would be the weight of opinion of the lawmakers' constituents—the thousands of operators, location owners and business men whose votes count.

It's all a matter of close co-operation, and at present the manufacturers do not know with whom to co-operate because there is no single official organization of operators. They can't risk dealing with one group of operators that may prove to represent only a minority. It's up to the operators to provide this unified majority front matching in efficiency the manufacturers' association, and then you'll find the two units working in unison for common good.

Means of financing a national operators' association is the first problem, and the proposal of the temporary organizing committee on this matter is awaited with interest. If the operators are willing to have a fixed sum added to the purchase price of each machine for organization work and its attendant benefits of legal counsel and publicity, there is no reason why the same amount couldn't be raised by each operator contributing the assessment to his organization through an association label. However, the suggestion of a means of financing is not the purpose of this message.

This is a plea for unity of operators. In some communities there are two or more associations, controlled by rival factions, and their purpose is competitive rather than for unification. This duplication should be done away with if a national movement is to succeed.

We agree that each phase of the coin machine industry should be independent. Amusement operators have their problems, distinct from those of the vending or music machine operators. Each of these groups should have local organizations, yet each should be represented in the single national operators' association.

Competent and non-partisan leadership has been offered in the organization efforts of the committee, Chairman Ralph Young of Norwood, Ohio; Vice-Chairman Charles Hughes of Ladago, Indiana, and Secretary-Treasurer Harry Drollinger of Houston, Texas. Investigate their proposal on its merits, get the ball rolling, and the co-operation of the manufacturers, distributors and jobbers will undoubtedly be forthcoming in the interests of the common cause.

New National Vendor Gets Approval of Cigarette Ops

LOS ANGELES—Great interest is being shown by Pacific Coast cigarette machine operators in the new model National cigarette vendor announced in the last issue of THE REVIEW, according to E. C. McNeil, head of the McNeil National Sales Company and president of the California Cigarette Vending Machine Operators' Association.

Attractiveness of the cabinet and display features of the new National is one of the reasons for its strong customer appeal, operators declare. The machine vends six popular brands of cigarettes and holds a sufficient supply to reduce servicing requirements to a minimum and still keep the stock fresh, yet its size is convenient for placing in any location with limited floor space. A large mirror is a useful as well as ornamental part of the new National.

Simplicity and dependability of its mechanical operation is the National's chief source of satisfaction to operators, McNeil states, and they regard this machine as a practical investment in sales equipment that will continue in operation for years.

Possibility of a state tax on cigarettes is not holding up National sales, McNeil explains, because the 1935 model can be adjusted to deliver merchandise on a variety of combinations of coins.

Locations Defy City's Warning

LOS ANGELES—Instances of lack of co-operation of location owners with marble game operators here in failing to observe the police department's warning that the city license prohibiting pay-offs is being enforced resulted in the police department clamping down here during the month.

One recent week-end, Capt. C. D. Hoy of the police vice squad took two of his crack shots, Officers R. R. Rushton and A. A. Beach, and went looking for pin games that were being operated illegally, either through ignorance or defiance on the part of the location owners. In a cafe at 2024 West Seventh Street, Officer Rushton registered a winning score on a marble game and on collecting 15 cents prize money he arrested Pete Kunellis, a waiter. The same happened at 8681 Pico Street, where Jack Regan, an employe, was arrested for paying off a dime for Officer Beach's winning score. The two men paid $10 fines.

Operators here have posted on their tables signs indicating the games are to be played for amusement only, but a few locations are giving the games a public rating of "gambling device" because they pay off skill awards in violation of the city ordinance.

Punchboards are under official ban here, and three men were arrested here recently on suspicion of punch board possession.

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Building A Better Appreciation of Our Industry

(*Continued from last issue*)

Address at the 1935 Coin Machine Convention, under auspices of National Association of Coin-Operated Machine Manufacturers, Hotel Sherman, Chicago, February 19, 1935, by NATHANIEL LEVERONE, Pres., Automatic Canteen Co. of America

●

LIKE early-model coin machines, the early automobiles themselves were no good. Then, too, the men who manufactured them and distributed them were not honest. They lied; they made exaggerated claims. They told you how their autos would do this, that, and the other thing; and then they would not live up to their guarantees. When cars were brought in for service, they were taken care of by men who had been in the bicycle business, barbering, or perhaps had worked in foundries, and who knew nothing about mechanics, with the result that the service was entirely unsatisfactory. What happened? Horseless carriages met with great disfavor. Many towns and cities passed laws absolutely prohibiting the use of these vehicles within their boundaries. Even up to a few years ago, places like Mount Desert Island off the coast of Maine and Mackinac Island in Lake Huron did not permit the use of automobiles at all.

Other serious obstacles were placed in the way of the operator of a motor car. Very few cities would permit a speed of over ten miles an hour—and certainly very few cars would attain a speed of this kind because the roads were so poor. There was every kind of legislative blackmail thrust upon the people who owned autos and upon those who desired to ride in them.

Then the industry became conscious and it began to produce leaders. Someone must have said, "Look, gentlemen, we have a great proposition. This is a great industry. Mr. Henry Ford, instead of your knocking the Buicks and the Reos, and so on, you tell what a great automobile you have, and you, Mr. Buick, tell what a great automobile you have—we are all going to be boosters, and are all making something which the public should have. Instead of telling people that the other man's car is no good, tell them how good all automobiles are, and then, if you wish, show them why yours fits their desires better than the other makes. If you knock the other fellow's car, the customer will probably believe what you say, and if the other manufacturer knocks yours, the customer will also believe that, with the conclusion that all of them are no good."

You know what happened immediately afterward. Automobiles gained public acceptance and as a result destructive legislation was abolished from the books, good roads which were absolutely essential to automobile sales were constructed by states and counties and cities without a penny of cost to the automobile manufacturers and today the motor car seems to be essential to everyone's well-being. The automobile industry now is unquestionably the most important one in the United States. It is the one which has helped to take the edge off the depression, it is the one which has started business recovery, and yet it is younger than the vending machine industry, and I do not think that it has any greater future. I say that after a good many years of experience in the automobile industry as well as in the vending business.

If you want another instance where a business which was looked upon with great public disfavor acquired confidence, then look at the Standard Oil Company, the Sinclair Oil Company, the Texas Company, and all the rest of those great corporations which supply gas and oil to the motorists. The days when these companies were looked upon as being hijackers, blackmailers, and everything else are within the memory of all of us. Their industry had just as bad a start as ours, if not worse. You will recall that these great companies were accused of making definite price agreements for the purpose of killing competition. Often the prices were so low that no independent producer could possibly stay in business in competition to them. Those tactics are familiar in the vending industry in connection with commissions paid to location owners. . . .

Knowing these facts and knowing what was happening in the vending machine business, I went to the publishers of the leading trade publications in this field and asked them what was wrong. They said, "Here is the trouble with the vending machine industry. The men do not pay enough attention to their machines. The machines are not honest. They will take money when they are empty or out of order. The men themselves do not pay attention to the personal appearance of their service men. Some of them look like members of the great army of the unwashed. They are unshaven, they are careless and slovenly. They are careless about their merchandise; they do not give full value for the money. If it happens they are operating games, all these criticisms still apply. The result is that the public feels that it is not an honest business. However, there are plenty of honest operators. In fact, most of them are honest, most of them are able, but they have not as yet really seen the light. If something could be done to inspire them to organize, to get together, so that they could have faith in each other, they would accomplish much."

* * *

You may wonder what the solution is. Well, I would say to you gentlemen that the only solution is to organize along the right lines. I do not say that you should organize here in one association. I do not know which is the best way—whether it is by having local groups, state groups, and national groups, or by having one great organization in each division of this industry. One thing is certain, that out of this group should come some real leaders—men who can direct your work of organizing properly and efficiently and after that is done show you how to obtain public good will. I know you are making progress. The fact that you are able to get such a group together here indicates that. I know that some years ago, to get a group of operators of this size together, you would have had to have the aid of a sheriff and half a dozen deputies to do so. The feeling was not very kindly. Most operators looked upon their rivals as about as useless as a marriage license would be to a California jack-rabbit. I know that when I have talked to operators' groups in the past, I found among them anything but a friendly feeling.

Today, this feeling is changing very rapidly. There is a desire for unity of action. As I have said, out of groups such as this must come real leaders, who through constructive suggestions and intelligent direction, will bring this industry into real fine repute. You have a good many men who have the ability to be real leaders and who are ready to help. All they want is your cooperation, and I am certain they are going to get it because you are awakening to the fact that it pays to play the game together.

Leadership is not such a difficult thing. I remember that one of my friends, who was a United States Senator, said to me, "You ought to go into politics. It is very easy to become a leader. There is nothing to it. Just watch the way the crowd is going, then run like hell and get ahead of it, and tell them you are leading." (Laughter.)

That seems to be the kind of leadership we have had in this industry in place of real leadership. We want men of ability in this industry and we want men to feel proud that their sons will go into this industry. They do not feel that way today.

I do not mind telling you about a conversation I had with the president of one of America's largest railroads regarding business opportunities. I said to him, "Your boy is out of college, and he is very bright, but if you are asking whether or not he has a better opportunity in railroading, which I think is now in a state of decadence, than in the vending machine business, I would say the vending machine business by all means."

He answered, "Why, I would rather see my boy in hell than in the vending machine business."

He hesitated a moment and then continued, "No, that is not right, because I could get him out of the vending machine business." (Laughter.)

That is the general attitude of the public. One of my friends was talking to the official of a large mercantile establishment about business in general and he said to a man who operates vending machines, "You know, there are a great many opportunities of making money. There are probably a hundred different ways, but only one honest way."

The vending machine operator said, "How is that?"

"Hell," he replied, "a man in the vending machine business naturally would not know." (Laughter.)

That is the typical attitude, and it is a very unfair one, because I believe the members of this group, for instance, measure up in every way, in fact, are superior to the original group which started in the automobile industry in the early days, or in the chain store business, or in the oil field at the same time. You really have a great future if you take advantage of the opportunities ahead of you. Please keep this in mind—if you are going to be in this industry, be in it up to your neck. If it is worth being a member of this group, if it is worth belonging to any association, it is at least worth giving your heart-felt devotion to it.

(*Continued on page* 20)

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Building Appreciation

(*Continued from page* 18)

I often say to people that is so all through life. It does not matter what you are doing, you can always do it right, and thereby be amply rewarded for your effort. . . . There is hope for every man, regardless of his business or his station in life. He may be only the owner of a small vending machine route, yet if he gives it his best attention and has his heart in it, he has a splendid opportunity to become a big man in what is bound to be one of America's leading industries.

This business needs more men who are ready to play the game honestly and fairly, just as it is played in other well-known lines of endeavor. If you gentlemen do not think this is necessary, you ought to accompany me sometimes when I appear before legislative committees on tax problems. Some of you remember, for instance, when Indiana passed that chain store tax which the attorney-general interpreted as applying to vending machines, and which would have ruined every vending machine operator in the state. It meant, as I recall it, that an operator with over twelve vending machines had to pay a tax of twenty-five dollars on each one of them and a penalty of a hundred dollars a day was assessed against each machine for each day it was operated if the tax had not been paid. In preparing to fight the attorney-general's decisions, I looked about for an operators' association but could not find one which stood well enough to have influence with the governor, the attorney-general and the tax board. So, I hired an ex-governor as my attorney and arranged a joint meeting with the tax board and the attorney-general's representatives. Appearing before them, I stated very emphatically that the enforcement of this unjust tax would instantly put out of business every vending machine operator in the state, thousands of men would lose their means of livelihood and they and their families would be in the bread line or they would starve. One very eminent gentleman said, "They ought to starve. They are a bunch of damn crooks."

I answered, "I resent that. You have no more right to say that than to say that all storekeepers are crooks because there may be a few such. To be sure, we may have crooks in our group, as there are dishonest grocers, restaurant men and so forth. These men generally are good sound business men, and they are in a sound industry. They are in a business which is today in its inception, and one of these days you are going to compare it to the automobile industry and the chain store industry."

"Well," he said, "we have had some hearings and they have been almost chaotic. Here is an example. One man will tell a tale of woe about his peanut machines. Another one will talk about his games; another one his scales; and with the result that the issue is completely confused. If you fellows are real business men and have intelligent leadership, why don't you show it? You have many different problems. Why do you not get your men who operate service machines and the merchandise machines together? They have similar problems. Why do you not get this group together? Another group would be made up of men who have amusement to sell. They have another problem. . . . "

Then a member of the committee pulled out a lot of magazines, which he said would prove that operators could stand the tax. There was an advertisement in one of our well-known trade magazines which guaranteed $300 a week on a certain game. They said, "Mr. Leverone, how about your story that a $25 tax is going to put machines out of business?"

I could not say that the manufacturer represented by the advertisement was untruthful but I could and did say, "I do not know anything about that case but it apparently is a glaring exception. Just because one of your great stores in this city might be able to pay a tremendous tax, it does not mean that the small storekeepers could do it." However, foolish and inaccurate statements of this kind are extremely injurious to this business.

Then they showed me another magazine of a different type, which contained an article telling of the tremendous amounts of money to be made, and when I argued against that, they handed me a copy of the *Saturday Evening Post* containing "MILLIONS IN PROFITS FROM PENNIES." This was a story by a former operator telling how he made millions of dollars from operating scales and gum machines.

Then I told the committee a little bit about the other side, supporting my statements with facts and figures. When I was through, they quite agreed that this industry was sound, yet one in which profits were small. I then said, "The vending machine operator cannot afford to pay a tax on each of his machines, gentlemen. He is just like your local storekeeper, like your local candy man, except that he is at a disadvantage. His merchandise, instead of being on a series of shelves, is scattered all over the city or county and it costs him more money to serve the public, and he has a smaller margin of profit than the storekeeper. In other words, he should not be taxed more than this same neighborhood storekeeper." I asked what they taxed the retail store and was told it was three dollars.

After a long discussion, they agreed that operators in Indiana might turn in their taxes on the basis of operating a local store. That decision stands today. These problems can be simplified or eliminated by intelligent handling. Operators, through lack of organization, fail to drive their problems home to people who are interested in taxation. I only heard the end of Mr. Donnelly's talk, but I know he is on the right track. We must stick together, pick men who are leaders, and be generous in our support of them. I say generous meaning that we should pay our dues to our associations so individual firms will not be called upon to carry the entire burdens of these fights without funds. We tried that five years ago. We founded an association, and spent a little over ten thousand dollars trying to solve these problems. We had an unusually able man, one of experience, who went over the country trying to get the support of operators, but he could not do it. The dues of the association were $25 a year, yet operators said, "Twenty-five dollars a year? We cannot afford it."

Imagine taking an attitude like that; because when some city passes a tax of $25, for example, on each machine, or even $1.00 apiece, the $25 dues which would prevent the enactment of destructive laws of this kind would mean nothing to the operator in comparison. As they become educated, I believe the operators' viewpoint is changing. The work done has not been wasted.

More are beginning to act together for a change, so I believe you can forget a lot of this bitterness which has been the result of rivalry. You will not find the rival operators any different from yourselves. If you play the game fairly, the other man will play it just as fairly. When you look at him or at humanity in general, you see there just what you want to see. You will see a reflection of your own self. I often think of what my grandfather used to tell me. It was a very interesting story of an old settler on the plains of Illinois in the early days. There he had his little homestead, and one day while he was sitting out in front, along came a covered wagon and in it a man with a hatchet face that indicated he had a mean disposition. He stopped and remarked, "This looks like mighty good land. I think I would like to settle here. What sort of people live around here?"

The old settler said in answer, "Well, first, tell me what kind of people live where you came from."

"Oh," he said, "where I came from, they are the meanest, the most low-down polecats you ever cast your eyes upon. You could not trust one of them! They were a regular bunch of bandits. If you were in trouble, they would not help you. They were just no good. That is why I packed up and got out of there."

The old settler said very wisely, "Well, I will tell you, sir, that is the kind of people you will find around here."

In a couple of days another covered wagon came along. In it sat one of those fine, jolly, wholesome-appearing men, with a nice looking wife and some rosy-cheeked children. He, too, thought it was a likely place in which to settle, and he asked the same question about the land. Receiving the same reply, he then asked what sort of people they had around there, because he wanted to settle in a place where there were decent neighbors. The old settler asked him in turn what kind of people there were where he came from.

"Well," the newcomer answered, "it broke my heart to leave because they were the finest people you ever saw in your life. If you were in trouble, they were ready to help you. If you were sick, they came over and nursed you. Once, when my house burned down, they came over and rebuilt it for me. It just broke our hearts to leave the place. They were great friends. They were just the kind that you were proud to call your friends, the kind that you want to slap on the back and call, 'Bill, and Tom, and Ed, and Jim'."

The old settler said, "You have come to the right place. That is the kind of people you will see around here, the kind that you are proud to call your friends, the kind that you want to slap on the back and call 'Bill, and Tom, and Ed, and Jim'."

So it is among you people. Whether you are an operator, distributor, or manufacturer, you will see around you the kind of men whom you can like and trust, who will be friendly when you play the game fairly with them, the kind of men that you do want to slap on the back and call "Bill, and Tom, and Ed, and Jim."

I think this is a great industry. I do think it needs leadership and I believe that we are in a business that is going to compare in twenty or twenty-five years with those other great industries that I have mentioned. With your help, there is no question about it. With that help, we can make this business respected, and we can make the public have faith in it, so that when you attend your meetings, you can hold your heads a little bit higher and throw out your chests a little bit further. and quite justly say, "I belong to one of the best industries in the country and I am proud of it."

Wherever there's TRAFFIC there's always a crowd!

TICKET VENDOR

FULLY AUTOMATIC PAYOUT

LIGHTS ON THE PLAYING FIELD

Another Great Design by HARRY WILLIAMS

WHAT a set-up for live-wire operators! AUTOMATIC PAYOUT AND TICKET VENDING UNIT COMBINED IN ONE MACHINE! Operate either as a Payout or Ticket game, depending on requirements of each location—*or territorial conditions*—and get the same huge profits either way. *Change can be made in 2 or 3 minutes!* Simply lock payout door and throw a pack of tickets in the machine—and your Payout game becomes a Ticket game!

NO TIME WASTED COUNTING TICKETS

When operated as a Ticket game, TRAFFIC automatically settles up with the location for all awards made! Every time a Ticket is issued, 2 nickels drop into payout compartment. Merchant simply unlocks payout door and pays himself back for all Tickets redeemed. When collecting, operator merely divides contents of cash-box. No time wasted fussing over a pile of tickets—no chance for argument! This EXCLUSIVE feature alone makes TRAFFIC the greatest, most practical Ticket game ever built!

TAKING IN $150.00 TO $250.00 A WEEK

TRAFFIC has *all* the features that insure sensational profits month after month . . . FAST 5-BALL PLAY — 14 DIFFERENT COLOR LIGHTS ON PLAY-FIELD — OUT-BALL RETURN — PROGRESSIVE SCORING—1-INCH GLASS MARBLES—OUTSTANDING BEAUTY—FASCINATING SKILL-APPEAL! No wonder machines now on location are taking in $150.00 to $250.00 a week! TRAFFIC is the most irresistible combination of EYE-APPEAL and REPEAT PLAY-APPEAL ever placed on the market!

Model A . . . $99.50
HAS BOTH TICKET UNIT AND PAYOUT

Model B . . . $94.50
HAS PAYOUT BUT NO TICKET UNIT
Check Separator on Model A or B. . . . . $5.00 EXTRA

Model C . . . $49.50
NO PAYOUT . . . NO TICKET UNIT

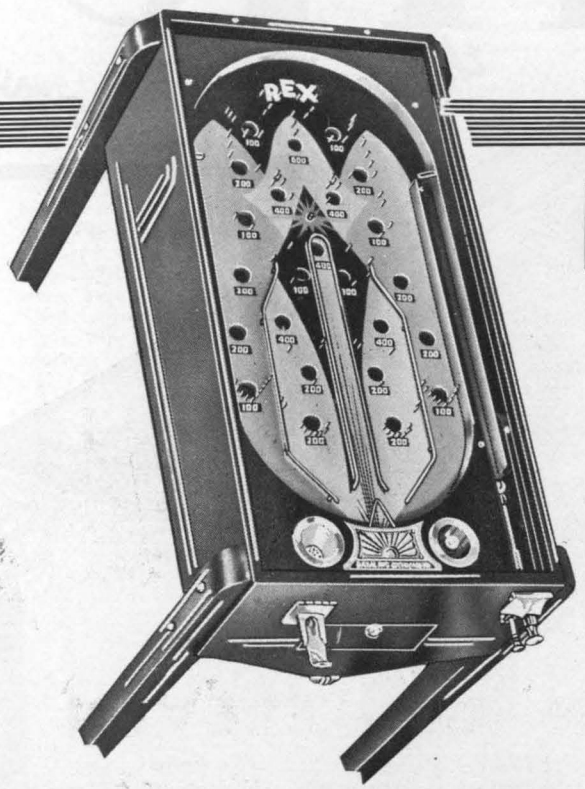
1-3 with order, balance C.O.D.
F.O.B. Chicago

Tie up the choice locations with TRAFFIC and you'll have a monopoly for a solid year or more of the biggest money you ever made in your life. Get in on the ground floor by ordering TRAFFIC from your nearest jobber—*today!*

BALLY MANUFACTURING CO. 4619 RAVENSWOOD AVE. CHICAGO, ILL.

THE ROYAL F

THE FIVE BIG HITS



REX

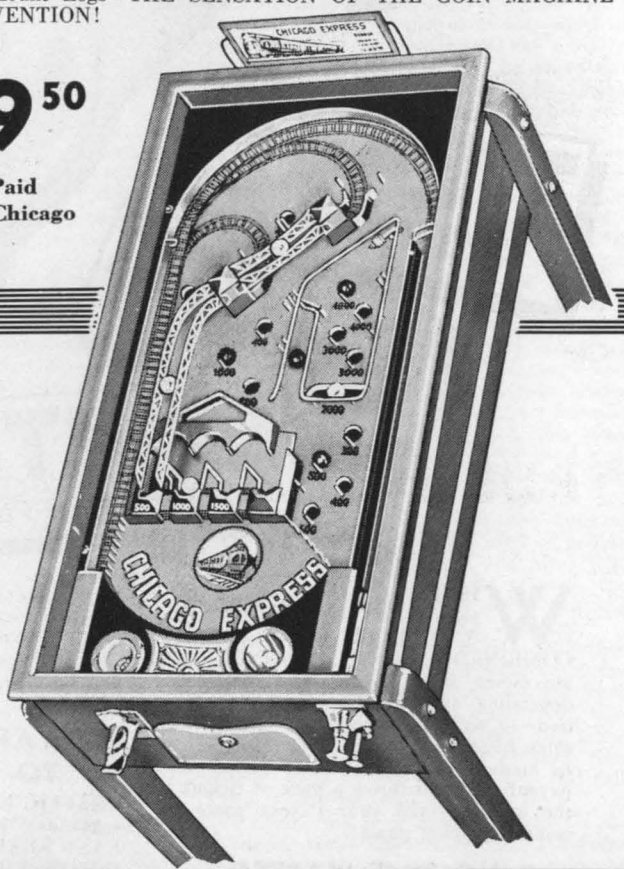
"King of All Pay Tables." Rex was acclaimed the "smartest Pay Table" at the Coin Machine Show! Fastest One Ball Play Pay Table made. Winning Ball returns to player for replay, thus providing what looks like an *unlimited pay-off*. Yet the percentage averages 70%—A NEW OUTSTANDING REX Feature!

We are so certain of what REX can do on location that we offer a 7 DAY FREE TRIAL! — if for any reason you are dissatisfied, return REX within 7 days and receive your full purchase price.

REX has 2, 4 and 6 coin payout holes, with a fascinating Electrical Kicker. The ONLY Pay Table using 1-inch marble balls. REX received the enthusiastic praise of ALL the coin machine men for its beautiful, outstanding, rigid, "Neo Classic" cabinet with the sturdy Side-Mount Legs—THE SENSATION OF THE COIN MACHINE CONVENTION!

$79.50

Tax Paid
F. O. B. Chicago



CHICAGO Express

How they flocked around to play the sensational, unique and THRILLING Chicago EXPRESS at the Coin Machine Show! The flashing lights—the new marvelous, absolutely and ONLY real progressive scoring Kicker action, the balls actually riding on elevated rails with electrical elevators lifting them up—EVERY FEATURE for THRILL-SKILL play has been incorporated into the Chicago EXPRESS! SO GOOD—that one of our distributors ordered FOUR CARLOADS IMMEDIATELY!

Chicago EXPRESS is the pin game EVERY operator in the World NEEDS for bigger, better, surer, faster PROFITS!

$44.50 **Tax Paid**
F. O. B. Chicago

GET BUSY...RUSH YOUR ORDER TO YOUR NEAR

DAVAL MANUFACTURING COMPANY

EUROPEAN DISTRIBUTORS – GODDARD, NOVEL

FLUSH OF 1935

OF THE SHOW...

MATCH-A-BALL

The Ball Gum Play Counter Game!

Match-A-Ball is not just another counter game—it's the FIRST ball gum playing TAX FREE counter game of a legal nature shown!

Every feature incorporated into the Match-A-Ball pleads for bigger, better play. As soon as the purchaser inserts his coin and presses down the handle, he receives a ball of gum —the vari-colored wheel spins and a second ball of gum drops into shake-proof, glass faced, compartment—if color of wheel matches color of ball gum—the "wheel of fortune" tells the pay-off story.

Match-A-Ball pays from 2 to 20 points. 4-Way play. ABSOLUTELY SILENT in operation! A MONEY-MAKER EVERYWHERE!

$19.75

F. O. B. Chicago

SEVEN-come-ELEVEN

The FIRST ABSOLUTELY *SILENT* Reel Counter Dice Game!

SEVEN come ELEVEN aroused great interest with ALL operators. Its money-making powers are unquestioned. Every operator NEEDS this 4-Way play SILENT reel dice counter game. Throw and Point ingeniously arranged for Big Steady Profits.

Every actual play idea of a dice game is in SEVEN come ELEVEN! It's a SENSATIONAL counter game—A DIFFERENT AND BETTER GAME! Don't overlook America's BEST money-maker—it's the finest game of its kind EVER BUILT!

F. O. B. Chicago $19.75

TRUE-DICE *Stimulator*

The Sensational 3 games in 1 Stimulator. TRUE-DICE Stimulator won the praise of everyone who saw it—because it offers more value than any other game of its kind in the world. 3 Sets of dice go with each game—1. Regular Dice; 2. Poker Dice; 3. Spelling Dice. Spinning Disk elevates itself and holds the dice firmly against the glass at end of each play, making it positively cheat-proof.

The W-I-N dice enclosed created more comment than any other game at the Show. The modernistic beauty and truly marvelous mechanical features create a NEW ERA in dice counter game manufacture.

EVERY operator wants to be the FIRST to have TRUE-DICE Stimulators ON LOCATION in his territory. RUSH YOUR ORDERS—you'll quickly learn why!

$17.50 F. O. B. Chicago

EST JOBBER...TODAY

200 SO. PEORIA ST., CHICAGO, ILL.

TY CO., 11 BROWNLOW ST., LONDON, ENGLAND

Coin Machines in the Movies

Here is an excellent shot of a coin machine used in motion pictures, illustrating the accompanying article to show the power of suggestion afforded by films in increasing the popularity of automatic devices. Picture shows a 1927 Jennings automatic counter vender in the Columbia production, "Above the Clouds," with Robert Armstrong and Richard Cromwell.

Coin machines are given prominent display in "Bordertown," Warner Brothers picture whose setting is in Agua Caliente. In this scene is a Dewey six-slot machine, one of many which appear throughout the film. Players are Eugene Palette, Bette Davis and Paul Muni.

This is an example of favorable publicity for marble games by means of films. Operation of a Contact game is clearly demonstrated in this scene from "Murder in the Clouds," Warner Brothers feature starring Lyle Talbot. Location is typical.

Tango Fee Up

HAWTHORNE, Calif.—Emergency action taken by the city council will boost the fee for operating tango parlors in this city from $100 annually to $500 a month if a measure which has been given one reading by the council is ratified.

The new city ordinance will also affect skill games, as well as marathons and derbies.

A profit-making bulls eye
COMBINATION
by HARRY WILLIAMS

SUBSCRIBE FOR THE REVIEW TODAY. Twelve big issues for $1.00.

For bargains in late model reconditioned pin games, drop in at Paul Laymon's jobbing headquarters at 1503 West Pico Street, Los Angeles, or write for list.—Advt.

YOUR COIN CHUTE CHANGED
For Any Coin Promptly
Welding *Repair Work* *Locksmiths*
HILLSIDE REPAIR SERVICE
Phone: EXposition 0503 1330 W. Sixth St., Los Angeles

Films as a Medium of Good Will For Coin Machines

By STAFF WRITER

SOME day an enterprising manufacturer of coin machines will follow up an idea on which THE REVIEW has been plugging for months and will capitalize heavily on the use of the motion picture screen as the best medium for creating public good will and demand for his product.

An indication of the extensive favorable play that is being given automatic devices is evidenced from the accompanying page of photographs taken from recent film productions showing excellent shots of marble games, cigarette vending machines, slot machines and many other types of coin-controlled equipment.

Fortunately the widespread use of such properties in major screen productions has shown up the machines in a favorable light, with no particular credit due to those representatives of the coin machine industry responsible for providing the equipment used in the films. That brings to mind the point that the coin machine trade may and should exercise a certain amount of control by determining beforehand whether or not the games to be shown are to be given favorable or unfavorable presentation to the thousands and thousands of people who will view the production throughout the United States.

THE REVIEW has carried stories from time to time telling of the growing demand for pinball tables and so forth as atmosphere in motion pictures. Several firms in Los Angeles, for instance, have done considerable business in renting pieces of automatic equipment to the film studios. When a call comes from a studio for a marble game for use in a production now being filmed, the firm will consider it an honor for its game to be selected, naturally. But instead of asking the studio prop man what the script calls for in using the machine, the firm loads one of its new pin tables on a truck and hurries it out to the lot. The coin machine people have no idea until the film is released whether the game has been shown favorably or whether it has been used in such a way as to leave adverse impressions of pin games in general in the minds of the screen audience. By no means do we contend that the coin machine trade may dictate to film directors just how their games are to be shown, but by showing interest in its prospective use before the machine is delivered to the studio the distributor or jobber supplying the game may solicit the studio's co-operation and thus help to advance the game's chances of getting good will. If he finds that the game is to be put to unfavorable use in the picture, the jobber should refuse to rent it. Passing up a few dollars is better sometimes than taking chances of destroying public acceptance of a game and the resultant loss of prestige and dollars to the coin machine industry.

Nine times out of ten in such cases you'll find that the studio hadn't given any thought to how the machine was to be shown; they just regarded it as another prop. But if their attention is called to the proper use, they'll probably be glad to do their best in fulfilling your request.

This shot from the Warner Brothers production, "Murder in the Clouds," starring Lyle Talbot, shows up a marble game in an unfavorable light as a fight is about to take place over the money on top of the glass. This type of publicity is harmful rather than beneficial for the industry.

Just one unfavorable shot can do more to break down good will than half a dozen good shots can do to build it up.

It all resolves down to this: The public mind is much more responsive to what it sees and hears in sound films than to what it reads in print. The newspapers are naturally very influential in moulding public opinion, and favorable publicity for the coin machine industry in the public press is an advantage on which no price can be placed. THE REVIEW has cited many instances of the newspapers' admirable work in presenting coin machines in the proper light. This has been brought out particularly well in Newark, New Jersey, in connection with a coin machine distributor's newspaper advertising campaign, and in Minneapolis, where the Skill Games Operators' Association has done wonders in building up public acceptance through the news columns. But to advertise in one newspaper alone is to invite the wrath of the other publications of that city, and the cost of advertising in all the newspapers may seem prohibitive.

THE REVIEW'S suggestion, advanced on previous occasions and which we shall continue to promote until some day some manufacturer's thanks for the idea will be forthcoming, is simply this:

A manufacturer brings out a new game, advertises it extensively in the trade journals and has it distributed nationally and ready for the operators to place on locations. A sound trailer is prepared and copies are ready for distribution at the same time the games are ready to be placed. All right; now an operator has several locations in a neighborhood district of a large city. What more effective plan could he use in creating public interest in the new game than to have the sound trailer run off several times over a period of two or three weeks at the neighborhood movie theatre?

The trailer would show players around the game, and closeups of the playing field as the marbles spin around the board and show the action that takes place. The operator goes around to the neighborhood drug store, the restaurant, the ice cream parlor and the cigar stand, and says to each of the proprietors:

"I've got a new marble game that's a sure winner. I'm building up a big campaign around it, and we'll show motion pictures of it at the theater across the street. At the end of the trailer will be the announcement that the new game may be played in your store. It will bring more people here to play the game, more potential customers for you. Get the idea? It will give you some valuable advertising among the many people of this district who go to the show."

The operator pays the manufacturer a small sum for the use of the trailer, and the cost of running it two or three minutes each show, which wouldn't be any great amount, would be split four or five ways among the location owners and operator. Thus the cost of this promotion to each of the parties concerned would be insignificant compared to the valuable returns, and at the same time it would be serving to educate the public on the pleasures of automatic amusement.

Yes, Mr. Manufacturer, here's the best chance you ever had to tie in with the operator and the location owner in contacting the public direct. Heretofore the operator has had to do all the work alone. He'll welcome from you a demonstration of this sort of co-operation, and we don't need say further what a benefit it will be to the industry as a whole!

Long Beach Amends Law; Scale, Vendor Fees Cut

LONG BEACH, Calif.—Slicing of vending machine license fees from $12 per year to a $10 occupational tax and a 10-cent fee per machine and that of automatic scales from $6 per year to $2 are the results of changes in the Long Beach city ordinance brought about by the city council's adoption of amendments designed to reduce the high fees assessed on coin machines here last November.

The change resulted from the pressure of public opinion brought to bear on the council when the people realized unjust discrimination was being exercised on automatic devices. The amendment reducing license fees follows:

The City Council of the City of Long Beach ordains as follows:

Section 1. That Section 88½ of Ordinance No. C-724, as amended by Ordinances No. C-1099, C-1260 and C-1284, ordinances of the City of Long Beach, is hereby amended to read as follows:

Sec. 88½. VENDING MACHINES: Every person renting, leasing or maintaining any vending machines or weighing machines for the purpose of selling goods, wares or merchandise, or giving weight, operated by inserting a coin in said machines, or by the payment of a valuable consideration, and any person renting, leasing or maintaining coin locks or coin latches, which locks or latches are maintained on doors, entrance through which doors is gained by depositing a coin in such lock or latch, shall pay a license tax as follows:

(a) Sandwich Machines, Twenty-five Dollars ($25.00) per year for each machine.

(b) Vending Machines other than sandwich machines, $10.00 per year occupational tax and 10 cents for each machine.

(c) Weighing Machines, Two Dollars ($2.00) per year for each of said machines.

(d) Coin Locks or Latches, Four Dollars ($4.00) per year for each coin lock or latch.

(e) At the time said license is applied for said applicant shall give the serial number, kind or character of said machine, coin lock or latch.

(f) No person, firm or corporation shall maintain any vending machine, weighing machine or coin latch within the City of Long Beach without having posted thereon a conspicuous place a stamp or label, which shall be issued and supplied by the City Tax Collector upon the payment of said license tax, which stamp or label shall indicate the true owner of said machine, the principal place of business of said owner, and the number of said license, together with the date of expiration thereof, and in the event any duly qualified officer of the City of Long Beach finds any such machine, coin lock or latch being maintained in the city of Long Beach without such stamp or label being maintained thereon in a conspicuous place, or without such label indicating that there is a valid and unexpired license issued covering such machine, it shall be his duty to seize and hold said machine for the payment of said license tax, which machine shall be disposed of upon the non-payment of such tax as provided by the laws relative thereto.

Sec. 2. That there is hereby added to Ordinance No. C-724, ordinances of the city of Long Beach, a new section to be known as Section No. 6¼, to read as follows:

Sec. 6¼. Every person engaged in the business of renting, leasing or maintaining any amusement machine or game machines, within the City of Long Beach which machines or games are operated by inserting therein a coin or by the payment of a valuable consideration, shall pay a yearly license tax of Fifty Dollars ($50.00) per year, which license issued upon the payment of said tax shall entitle said person to lease, rent or maintain one (1) machine within the City of Long Beach. For each additional machine such person shall pay a license tax of Five Dollars ($5.00) per year.

(A) All of such amusement machines or games herein mentioned shall be registered in the office of the Chief of Police, such registration indicating the serial number, the owner, and the place at which said amusement machine is to be located. All amusement machines or games so maintained in the City of Long Beach shall bear a stamp or label or sign indicating the serial number thereof, the true owner, the principal place of business of said owner, the number of the license issued by the City of Long Beach covering the maintenance of said machine, together with the expiration date of said license.

(B) Any amusement machine or game maintained in violation of this provision or maintained without having displayed thereon in a clearly visible place the aforesaid label or sign indicating that the license therefor is unexpired, shall be seized and held by any duly qualified officer of the City of Long Beach, which machine or game shall be redeemable only by the true owner within a period of not to exceed sixty (60) days, upon the payment of the reasonable value for the safekeeping of said machine, together with the license tax as provided herein for the period during which said machine was improperly maintained.

(C) In the event any person discontinues maintaining any machine or game duly licensed hereunder during a period when such machine or game is licensed for an unexpired period, said licensee may substitute another machine or game in place of said machine, the use of which is so discontinued, and may maintain said substituted machine without the payment of an additional license tax for the unexpired period of the license carried on said discontinued machine, provided, however, that such person surrender the unexpired license of said discontinued machine to the City Clerk and obtain from the City Clerk a new license for such unexpired period for said new machine, and provided, further, that said new machine be registered with the Chief of Police as provided herein.

(D) Provided, however, that no license as provided herein shall be issued for the renting, leasing or maintaining of any amusement machine or game upon any public street, alley, way, court or in or upon any publicly owned building or property within the City of Long Beach.

Sec. 3. The City Clerk shall certify to the passage of this ordinance by the City Council of the City of Long Beach and cause the same to be posted in three conspicuous places in the City of Long Beach and it shall take effect thirty (30) days after its final passage.

Chicago Lock's Chief on Visit

W. C. Shinn

LOS ANGELES—W. C. Shinn, genial president of the Chicago Lock Company, Chicago, chose the post-convention month for a business trip to the Pacific Coast and while here was accompanied by Roland E. Loop, Chicago Lock factory representative, on visits to the leading manufacturers in the coin machine industry here.

Mr. Shinn paid high tribute to the development of pin table manufacturing on the Pacific Coast and pointed out the extensive use of Chicago locks and coin chutes in games made in this territory. He also complimented Mr. Loop on being one of the firm's leading distributors.

One of Mr. Shinn's calls was to THE REVIEW's new publication office, and he expressed his interest in the steady growth of this magazine.

While here the Chicago Lock head took occasion to announce a new interchangeable coin chute being produced by his firm. The new device, of the visible type, will accept either English pennies or United States 50-cent pieces. He explained that the new chute was the result of a great demand for American-made pin tables equipped with Chicago locks and coin chutes throughout the British Empire.

LONG BEACH COIN MACHINE EXCHANGE
SALES AND SERVICE NEW AND USED MACHINES
Our Motto: "We Aim To Please"
422 East Fourth Street Phone 623-278
LONG BEACH, CALIFORNIA

Games Receive Big News Play

CHICAGO—Another example of general acceptance through newspaper publicity for coin-controlled amusement devices is the play given the games by Jess Krueger in his column in *The Chicago Evening American*, as follows:

"Chicago has become 'marble conscious' . . . and game mad . . . thousands of those machines in which you insert a nickel and send a pellet through its grooves, hoping it will find a resting place in some high numbered slot, are in operation in the city.

"They go by various names . . . 'baseball,' 'race track,' 'bowling' and a few more of the like—designated to represent the scoring methods of popular sports—and are proving highly profitable in restaurants, cigar shops, hotel lobbies and even night clubs and theaters . . . many are to be found in private homes as a source of entertainment for guests when conversation lags.

"Another popular device is one in which you insert a coin and, by means of a movable crane, you try to pick up the various prizes alluringly displayed—if you are only able to collect a few jelly beans by your speculation, it's due to the slick manner in which the 'valuable' awards are placed.

"Merchandise prizes are generally offered for high scores . . . the machine owner—or renter, on a percentage basis, as in most cases—wants you to know it's all in fun . . . but the little machines generally pay his rent and help him meet installments on his automobile.

"Hundreds of these games are being installed in golf clubs this season . . . they are probably intended as 'a chance to get even' for the lads who are trailed round the course by Old Lady Misfortune.

"And this modernistic revival of the ancient game of bagatelle seems to have fully as many feminine followers as those of the other sex."

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Indiana Senate Holds Slot Bill

INDIANAPOLIS—A bill to govern slot machines which recently was passed by the House is being held up by the Senate judiciary committee.

The Indiana Amusement and Vending Machine Association is not interested in the bill except to see that skill games and vending machines are not brought under its control, as no slot machine operators are affiliated with the state association, according to Attorney Alan W. Boyd.

●

NEW A.B.T.
AUTO-DART
with Ticket Totalizer
STUPENDOUS
STARTLING
RECORD-SMASHING
■
Jobbers, Operators
Write, Wire for Prices
PAUL A. LAYMON
1503 W. Pico St. Los Angeles, Cal.
Pacific Coast Distributor
A. B. T. Mfg. Co.

New Jersey Operators Rally For Test on Pinball Prizes

NEWARK, N. J.—More than 150 coin machine operators have banded together in a state organization for the purpose of legal protection, and indications are that one of the first steps will be to carry a test case to the Court of Appeals and Errors at Trenton, if necessary, to obtain a favorable decision on the awarding of pinball prizes.

Officers of the state body include George Ponser, president; Murray J. Saltzman, vice-president; Archie Kass, treasurer; Mrs. Jack Silverman, secretary; Max Spreckman, sergeant-at-arms, and Bert Lane, Theodore Rubin, John Morrel, Ernest Clark, D. M. Steinberg, Charles Polgaar, Ed Handler and Harry Radler, directors.

Trustees are Sam Broudy, Ed Handler, Charles Polgaar, D. M. Steinberg, Ernest Clark, Mrs. Jack Silverman, Bert Lane, Harry Radler, John Morrel and L. Rubin.

Organization was effected at a meeting held at the Mosque Theater February 24, when Joseph Fishman, secretary of the Amalgamated Operators of New York, and Attorneys Benjamin J. Haskell and Theodore Blatt of the New York association appeared as speakers.

James F. X. O'Brien was retained as attorney for the New Jersey operators in their plans for a campaign that will establish public acceptance of the operation of pinball games as a legitimate business and to assure the legality of awarding prizes. The latter proposal met with official opposition, led by Public Safety Director Duffy of Newark, with the result that some location owners were arrested for awarding prizes.

The meeting was given favorable publicity in the Newark newspapers. One daily reported that the city of Belleville is now considering an ordinance licensing pinball games, Nutley is awaiting results of the test case before placing a ban on prize awards, and prizes are now banned in Verona, West Orange, East Orange and Irvington. Machines are not allowed to operate now in Orange and Montclair.

●

Gilbert Seldes Is Pin Game Booster

NEW YORK—A boost for pinball games was given by Gilbert Seldes, nationally known writer, in one of a series of articles on American amusements in the March 2 issue of TODAY magazine, in which he says in part:

"You may begin with a preconceived notion that a tent show stock company production of 'Paid in Full' is intelligent entertainment and that playing the pin and ball machine is not, but that prejudice is an intellectual one and to a large extent prevents you from seeing what is happening in the business of providing amusement to the American people. It is not even safe to assume that amusements which depend on mechanisms are necessarily less good than those which depend upon human talents. . . . Any entertainment with a mechanism which limits its appeal to a small number at any one time must give up competing with the movie and the radio and try to create a basic audience on which it can depend."

Will Rogers Was Right, Says Jim

CHICAGO—According to Jim Buckley, sales manager of Bally Manufacturing Company, there is more truth than poetry in Will Rogers' wisecrack to the effect that "we'll win the next war if they let us shoot marbles at the enemy."

Jim suspects that Will was referring to Bally's Ranger—automatic payout pistol practice game. "Our engineers," Jim states, "have figured out that, considering the weight and high velocity of the steel balls fired by the Ranger pistol, a man really has a weapon in his hand, when he plays the game. Of course, the 'bullets' are fired by a mechanical force, instead of an explosive, and the bullets are safely stopped by the target board."

●

Theodore Clem Wedded In Big Texas Ceremony

BEAUMONT, Texas — Mr. and Mrs. Theodore Clem are receiving congratulations on their recent wedding here, which was attended by more than 600 friends of the bridal couple. Mr. Clem is vice-president of the Texas Novelty Company, one of the largest operating firms in the country. His bride, the former Mary Davis, is a daughter of a prominent local business man.

Following a buffet dinner and dance at the Elks Club, Mr. and Mrs. Clem departed on a wedding trip and after returning to establish their home will spend the summer in Europe.

Equip Directory With Coin-Operated Device

DETROIT—Another use for the coin-controlled device has been found here in the plan of R. L. Polk & Company, city directory publishers, to equip its directories with an automatic lock operated by a five-cent piece.

The directories are placed in neat metal boxes which give access to the books when a nickel is deposited. The boxes, mounted on suitable stands, are placed in such public locations as drug stores, etc., where they are available to those wishing to use them yet are undisturbed by persons with only casual interest. There is no time limit on the use of the directory on one coin.

People are willing to pay the nickel as a service charge, the location benefits by its share, and the publisher gets compensation for his efforts in compiling the boks.

If the plan works successfully in Detroit, it will be extended to cities all over the United States where the Polk Company's directories are in use.

THE CAPEHART Orchestrope

Series "A"

SERIES "A" ORCHESTROPE

The ORCHESTROPE is modernistic, attractive and unusual in design and finish. Supplied in green, trimmed with ivory, illustrated above; silver, trimmed with black, or natural walnut. Requires but 26½" by 18½" of floor space. Weight 175 pounds. Easy to handle. Because of its striking appearance and its convenient size the best paying locations are demanding the ORCHESTROPE.

Variable Play • Multi-Selective • Multi-Coin Slots

These and other original features combine to make the Capehart ORCHESTROPE the most modern, the most popular coin-operated phonograph on the market. No other phonograph has all these features. The simplicity of its operation makes it easy to service and practically fool-proof. There is no greater profit-maker for operators. Don't delay. Write today.

THE CAPEHART CORPORATION

FORT WAYNE, INDIANA

Cable Address "Capecorp"

ONLY THE ORCHESTROPE HAS VARIABLE PLAY » » DOUBLE YOUR PROFITS//

THROUGH the Variable-Play combination feature of the Model A-1 ORCHESTROPE, the coin intake may be practically doubled over that of any other instrument.

Everybody likes a bargain, and many customers will put in a quarter for six selections. Thus the operator of a Model A-1 ORCHESTROPE collects 25c instead of 5c.

Hotels and similar places have higher cover charges on Saturdays, Sundays and holidays than on other days. This is a good merchandising practice because at these times the crowds are larger, people have more money to spend, and are in a better spending mood. ORCHESTROPE operators may take advantage of this profitable practice by setting the instrument to play one selection for 5c, two selections for 10c and six selections for 25c during the week and on Saturday, Sunday and holidays set it for playing one selection for 10c and three for 25c. In this manner the ORCHESTROPE operator may follow this income increasing merchandising practice and thereby substantially increase his profits.

Here are two conclusive reasons why the ORCHESTROPE takes in more money than any other phonograph.

Variable Play Combinations

All A-1 Model ORCHESTROPES may be easily and quickly set to operate on any of the following play combinations:

1 Play 5c	1 Play 5c 2 Plays 10c 7 Plays 25c	1 Play 10c 4 Plays 25c
1 Play 10c		
1 Play 25c	2 Plays 10c 5 Plays 25c	1 Play 10c 5 Plays 25c
1 Play 5c 2 Plays 10c		2 Plays 25c
1 Play 5c 2 Plays 10c 5 Plays 25c	2 Plays 10c 6 Plays 25c	3 Plays 25c
		4 Plays 25c
	2 Plays 10c 7 Plays 25c	5 Plays 25c
1 Play 5c 2 Plays 10c 6 Plays 25c		6 Plays 25c
	1 Play 10c 3 Plays 25c	7 Plays 25c

Three coin slots provide for 5c and 10c and 25c coins.

The Variable-Play combination feature is the most important addition to the phonograph since electrical amplification. It is an exclusive ORCHESTROPE feature, protected by patents and patent applications, and is not available in any other phonograph.

OPERATORS! You can meet the demand of the "Hot Spot" location owners everywhere for the most popular coin-operated music by supplying them the ORCHESTROPE with its many original features and its famous Capehart tone. Make more money than you ever dreamed possible. Sold only to operators. **WRITE OR WIRE TODAY FOR COMPLETE DETAILS BEFORE YOUR TERRITORY IS CLOSED.**

WORLD'S LARGEST EXCLUSIVE MANUFACTURERS OF AUTOMATIC PHONOGRAPHS

NOSE SMASHES

DEFILED BY MESS RADIO BEERO, PASS-A-FIST COLLISION

●

ART WELD, *Common-Tater*

(Apologies to News Flashes, Compiled by Press Radio Bureau, Pacific Division)

Los Angeles: Two University of California students were sent to a hospital to recover from burns sustained when a gang of hazers covered them with shoe blacking:

Just another way of acquiring college polish.

• • •

In spite of the depression, there are a lot of people "cleaning up" in the dust-ridden sections of the Middlewest.

• • •

Fall River, Mass.: Geordian Tsaflidoglow is employed as a cook at a local restaurant but habitually goes out to another cafe and buys his own meals.

Probably wants to tell his own patrons how darned tough the steak is at his competitor's place.

• • •

Los Angeles: David Kanard, 69, broke and hungry, was arrested for stealing two potatoes from a market near his home.

No wonder he was caught; potatoes have eyes!

• • •

Sydney, N. S. W.: A girl who suffered from colds and chronic catarrh claims to have been cured when she was taken 11,000 feet up in an airplane.

And dropped?

• • •

Battle Creek, Mich.: Police are endeavoring to solve the mystery of a woman amnesia victim who was taken off a train with cash and securities on her person totalling $173,000.

If the Battle Creek police can't cope with the situation, send her to Los Angeles. She'll be relieved of one of her afflictions, and it won't be amnesia.

• • •

Milwaukee, Wis.: Herman Schulenberg, who has neither vocal chords nor voice box, has learned to talk by use of a rubber tube inserted in his neck.

Many men, unable to speak up in their own homes, will be glad to learn of this invention.

• • •

Now watch the income tax collector trail the man with the onion-scented breath. With that vegetable at a dime a pound, only the wealthy can afford the national hamburger-trimming.

• • •

Plymouth, N. C.: A crippled peanut vender, Scobie Johnson, has introduced a new wrinkle in the peanut business. In each bag of goobers he sells is a toothpick.

Must have learned the trick from the bootleggers who used to sell lemonade "with a stick in it."

• • •

Los Angeles: A woman on the relief rolls, who ate nothing but carrots so her children might have food, has been taken to a hospital where it was found her entire body had turned the color of carrots.

What an excuse for kids who hate spinach!

Washington, D. C.: Dresses, stockings, pajamas, underwear, all made of sugar cane, are promised by a new scientific process announced here by the department of agriculture.

What a break for the sweet mamas and sugar daddies!

• • •

Coderich, Ont.: Sam Heddell, veteran barber, owns a razor 100 years old. It closely resembles a meat cleaver.

And probably feels like one!

• • •

Cecil, Alta.: Two men were killed and five injured when a giant bull charged a freight train, derailing the engine and nine cars. **What a lot of bull!**

• • •

Racine, Wis.: One of the jailers here has been recognized as a former bootlegger.

Well, he ought to be a good man to keep the "jug" filled.

• • •

Boston, Mass.: Ambitious janitors and custodians who wish to succeed in their professions now have a chance; the state has established a school for them.

And then they could be sent into the dust storm area to do post graduate work.

• • •

Waterbury, Conn.: Charles Platt, mail superintendent, found a clock bomb in the postoffice when he heard a package ticking.

No wonder he could hear it tick; it came from Waterbury.

• • •

Chicago, Ill.: Igor Stravinsky, Russian pianist, says the day of American jazz music is over, but he could not predict what would take its place.

What could?

• • •

With three pistol duels at dawn in France in as many weeks, it seems to be quite the thing to take a little shot when you get up in the morning.

• • •

Washington, D. C.: After long arguments over the income tax publicity law, the Senate seems lined up in favor of doing away with the "pink slip."

No, dearie, that doesn't mean you'll be another step nearer nudism.

• • •

Los Angeles: His ribs splintered by a hit-run driver, C. E. Smith continues to inflate himself with air that escapes from his pierced lung. Surgeons have punctured him 15 times to keep him from blowing up like a balloon.

Seems it's pretty hard to keep a good man down.

• • •

Azusa, Cal.: George Bocklet, commercial artist, is gradually shrinking, having lost several inches in stature during the last four years. He is suffering with a very rare disease.

Not such an uncommon malady after all when one considers how many thousands have found themselves "a little short" recently.

• • •

Seven New Features tarting in REVIEW

SEVEN new features for REVIEW readers!

That's what this Spring Special issue of THE REVIEW brings you for April, and each department will continue to offer you stimulating food for thought twelve months of the year!

Turn to these features now:

Service Bureau, reader-advertiser service.

Raps & Rhapsodies, readers' letter forum.

In the West, personal gossip.

In the World of Business, economic news.

Snappy Humor, some say it's funny.

Inquiring Reporter, operator interviews.

Personalities of the Month, sketches of leaders in the industry.

You always see it first in THE REVIEW!

Sanders Bros. Placing Many Wurlitzer Phonos

HOLLYWOOD—Sanders Brothers, local music operators, recently took over operating rights for the Wurlitzer Simplex in San Diego and placed a large order for new machines to be shipped direct to San Diego for use during the California Pacific International Exposition there this summer.

BASEBALL

Home Run Board Form 3490

GETS THE PLAY

Takes in (1000 holes at 5c) $50.00
Pays Out (Average) $26.00
Average Profit $24.00

Price $2.30 with easel

(Plus 10% Federal Tax)

CHAS. A. BREWER & SONS

Largest Board and Card House in the World

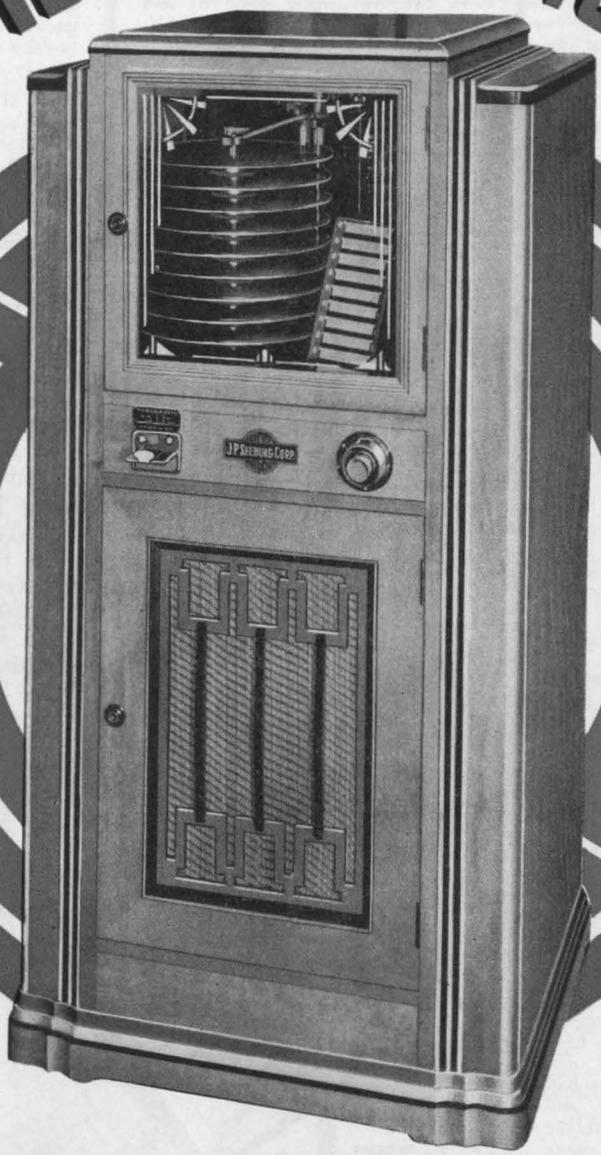
6320-32 Harvard Ave., Chicago, U. S. A.

THE SEASON'S ON

CASH IN ON A LIVE ONE

THE GREATEST ADVANCE IN AUTOMATIC HISTORY

HIGH FIDELITY SELECTOPHONE



NEW POWERFUL SPEAKER

◆

NEW SENSITIVE PICKUP HEAD

◆

ENTIRE CHASSIS ON SPECIAL MOUNTING

◆

HIGH FIDELITY (True Tone Control)

◆

STRONG METAL BASE

◆

ULTRA MODERN CABINET DESIGN

FOUR BEAUTIFUL NEW COLOR COMBINATIONS!

Will Not Chip or Mar–
Alcohol Proof–Water Proof–Stain Proof
Everlastingly Beautiful

First—

IN THE FIELD WITH "HIGH FIDELITY"

Again J. P. Seeburg leads with the most amazing development in automatic history . . . the startling HIGH FIDELITY (true tone control) SELECTOPHONE. With HIGH FIDELITY, the treble and bass, completely lost "the old way" are now brought out in clear rich tones. Words cannot describe this latest J. P. Seeburg achievement . . . to appreciate the HIGH FIDELITY SELECTOPHONE you have to see and hear it! By actual test, in many different locations over a long period of time, the HIGH FIDELITY SELECTOPHONE (in four beautiful new color combinations) showed increases in receipts of 25%. We strongly urge you to place the HIGH FIDELITY SELECTOPHONE in all your locations—it will definitely open up your way to greater operating profits. WIRE—WRITE—PHONE TODAY!

PACIFIC COAST OFFICE

E. J. JORDAN, Sales Manager, 316 Commercial Street, Los Angeles, California

J·P·SEEBURG CORPORATION

1510 DAYTON STREET
CHICAGO · ILL.

California Games Moves to New Modern L. A. Factory

LOS ANGELES — A significant step forward in the expansion of the Coast Coin Machine Industry happened last week when the California Games Company moved their factory to a new and larger location at 1606 South Flower street. The new building, which has been leased for a period of three years, contains 12,000 square feet on the ground floor in addition to a balcony space of some 2,000 square feet.

Harry A. Stearns, partner in the firm, will head the new plant and supervise production.

According to John C. Rau, assistant manager, the move was made necessary to facilitate production of new games and combine all production units in one building. During the manufacture of "RE-BOUND" the machine shop and experimental departments were separated from the assembling and shipping departments. However, under the new set-up a complete game factory from development to shipping will be under one roof.

A special Games Research and Experimental Department, employing three specialized men, has been located in the front part of the building adjoining the general offices where complete models for new games and other products will be worked out before production begins. Recently this group completed the designing of a new 10-ball game novelty called "Crazy Lane" which is advertised in this issue of THE REVIEW. The various units of the factory besides those mentioned include a complete machine shop, carpenter shop, paint and screening department, and assembling and shipping departments.

Douglas R. Wiser, Fred Anderson, and T. Clinton Bartlam, make up the personnel of the Experimental Department. Bartlam was formerly connected with the Amusement Machine Corporation during the development of the All-American Baseball Game, but is principally known for his work as the inventor of the first Automatic Parking Garages, of which there are now many operating in eastern cities.

Bert Wiegel, plant superintendent, is in charge of the machine shop and also supervises the production of tools and dies used in the manufacture of mechanical and electrical parts of games. Wiegel has had considerable experience in this work and was formerly with the Curtiss Airplane Company during the World War and more recently with the Pierce Arrow Motor Car Company.

The machine shop consists of a number of punch presses for metal stamping, a modern new 9" bench lathe, a turret lathe for making screw parts, a milling machine, two 14" drill presses, and a large selection of special tools and equipment for general use.

The carpenter shop contains a band saw, several crosscut saws, a router, and other equipment necessary for making wood units of game cabinets.

With the installation of special silk-screen and paint spray equipment the company will be able to do their own color processing at a rate of 200 playing fields per day.

A New Lightup game
COMBINATION
by HARRY WILLIAMS

Such Is Life

In the April 5th issue of the Los Angeles Daily News E. V. Durling, prominent columnist wrote:

"Five youthful laborers were arrested in front of a major studio for playing penny ante. In jail the youths watch police officers play a confiscated marble game at 50c a game."

Brodie Offers Master Vendors

LONG BEACH—M. Brodie, distributor for the Master vending machine line with headquarters here at 2070 Eucalyptus Avenue, is originator of a toy and novelty pack put up expressly for use in one-cent novelty vending machines.

According to the two partners in the firm, M. Brodie and "Steve" Brodie, they are shipping their Hi-Low toy pack to operators in Oregon, Washington, Utah, Nevada, and Arizona. "Steve" Brodie was leader of the successful movement which recently reduced vending machine license fees in Long Beach.

New Chicago Visible

Coin Chute-

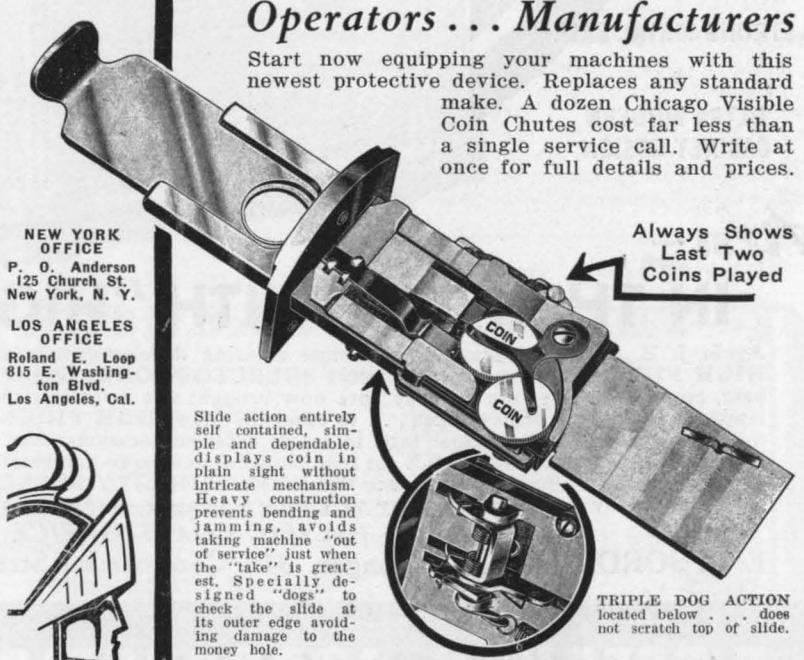
THE last two coins played are always visible above slide — chute can be easily seen from playing boards — a new idea in coin chutes. Nobody likes to be discovered cheating and the consequent psychological effect on players strongly influences them to "feed" only *Genuine Coins* into this new chute! Any fraud is sure to be discovered. A player forfeits his chance to win unless he plays honest money! This feature makes the game positively fraud proof and discourages cheating.

Here is a guardian for your cash receipts that really protects — a coin chute that actually prevents dishonesty by making it unprofitable to the player.

Made to receive pennies, nickles, dimes, quarters & English pennies.

Operators . . . Manufacturers

Start now equipping your machines with this newest protective device. Replaces any standard make. A dozen Chicago Visible Coin Chutes cost far less than a single service call. Write at once for full details and prices.



NEW YORK OFFICE
P. O. Anderson
125 Church St.
New York, N. Y.

LOS ANGELES OFFICE
Roland E. Loop
815 E. Washington Blvd.
Los Angeles, Cal.

Slide action entirely self contained, simple and dependable, displays coin in plain sight without intricate mechanism. Heavy construction prevents bending and jamming, avoids taking machine "out of service" just when the "take" is greatest. Specially designed "dogs" to check the slide at its outer edge avoiding damage to the money hole.

TRIPLE DOG ACTION located below . . . does not scratch top of slide.

CHICAGO LOCK CO.
2024 N. Racine Ave. Chicago, Illinois

Talbert Destroys Obsolete Devices

LOS ANGELES—Praise was forthcoming from California coin machine leaders here for R. A. Talbert of the Talbert Novelty Company of Fresno, who is reported to have destroyed $9000 worth of obsolete marble games and coin machines to remove them from competition with modern equipment.

Leading members of the industry here pointed to Talbert's action as exemplary for others all over the country to follow in ridding the public of the nuisance of ancient games that through faulty operation and outmoded design reflect no credit upon the latest developments. These old games have a tendency to break down the public interest in coin machines that hundreds of manufacturers have invested millions of dollars to build up.

Donation of old equipment to hospitals and institutions for the entertainment of people unable to patronize newer models was also suggested as an effective means of getting the obsolete games out of circulation.

Another proven product
COMBINATION
by HARRY WILLIAMS

PERMO-POINT NEEDLE 2000 PLAYS

PERMO POINT PHONOGRAPH NEEDLES

are endorsed and used by every leading manufacturer of automatic phonographs. Their specially constructed wear resisting point gives full clear tone volume and preserves the life of records.

PERMO PRODUCTS CORPORATION
4311 Ravenswood Ave. Chicago, Ill.

Jersey Ops Given Support Of Newspaper's Editorial

NEWARK, N. J.—With the election of a permanent staff of officers, the New Jersey State Amusement Board of Trade has been completely organized and is ready to proceed with a test case to prove the legality of pin games.

Murray J. Saltzman, president of the Union County Operators' Association, was elected president of the state group along with John Morrill, vice-president; H. Handler, treasurer, and Sue Silverman, secretary.

Backing of the state association in its coming test case in the Court of Appeals and Errors was given by *The Bergen Evening Record* in an editorial which provides strong moral support, as follows:

"When Reformers Start Reforming"

"The next big battle in Bergen County will not be over vice, elections or lottery rackets, but whether a bagatelle machine is a device of the devil that should be relegated to the limbo of forgotten things. Englewood and Alpine have ordered drives for the removal of these mechanical devices from all public places.

"The theory behind this crusade is that the bagatelle games afford the players an opportunity to gamble. The contestants sometimes play for money or drinks, it is charged. So they are now to be taboo.

"Those who have experimented with bagatelle find the pastime relatively inexpensive and vastly amusing. Popularity of the machines has been enhanced by the skill of the manufacturers in presenting different combinations for the entertainment of the public. All the large department stores have added bagatelle games to their standard equipment. Their popularity is sweeping the country, not as gambling machines, but as games of skill for home entertainment.

"Of course, the machines can be used for betting purposes. Police departments by themselves would be reluctant to disturb them, but they are forced to obey orders from their local municipal officials. If the police were forced to operate always on the same ridiculous theory, they ought to seize all the playing cards in Bergen County. Somebody might also use them for gambling purposes.

"And Bergen County golfers will have to be careful next summer. Let there be no dollar nassaus on the Englewood Golf Club's links. Golf is a sport in which the players sometimes gamble, and as such all golf sticks are instruments of sin subject to police seizure.

"To be successful a golfer must be lucky as well as skillful, but fortune's smiles break about even in the long run. The same is true of bagatelle. Skill plays a major part in the successful operation of most of the machines, as any experienced operator can demonstrate on short notice. Electrical attachments have added much to the fascination of the pastime.

"There should be no more objection to bagatelle machines in any respectable establishment than there is to pocket billiard tables. If the cops are now going to be consistent they ought to confiscate all billiard tables also, and raid all kids' marble games this spring. These young outlaws of modern society often play 'for keeps.' The reformers ought to put them all in jail for that dastardly crime."

22" x 44"

NEONTACT

PAMCO'S NEON-LIGHT SENSATION

•

IT SPELLS OUT PROFITS FOR OPERATORS

•

Prompt Deliveries From Stock **67.50**

SOL GOTTLIEB COMPANY
1347 W. Washington Blvd. Los Angeles, Calif.
PRospect 3351

LATE NEWS FLASHES

from REVIEW Reporters

NEW YORK—Operators of the state held an important meeting March 26th at Poughkeepsie to discuss plans for organized opposition to an exhorbitant tax bill now before the New York Assembly.

●

CHICAGO—Dave Gottlieb, head of D. Gottlieb & Company, announced his resignation as a member of the Legal and Advisory Committee of the National Association of Coin Operated Machine Manufacturers.

●

MINNEAPOLIS—A goal of 200 members within the next 30 days has been set by the Minnesota Skill Game Operators' Association, following its first annual banquet, an elaborate affair, held March 14 at the Nicollett Hotel.

●

DETROIT—Frederick E. Turner of Detroit was re-elected president of the Automatic Merchandisers' Association of Michigan at the annual convention held March 23rd at the Detroit Leland Hotel. Other officers: Alphonse N. Gaspard, Detroit, vice-president; W. M. Zerby, Detroit, assistant secretary and treasurer; Morris Smith of Detroit, Gerald Ensing of Grand Rapids and George Clark of Royal Oak, re-elected directors, and E. W. Doty and James Underwood, both of Kalamazoo, new members of the board.

●

ALBANY, Oregon—Reduction in yearly license on pinball games through an amendment to the recently adopted city ordinance was being hailed as a great achievement by operators here. New fee is $16 per game instead of $24.

●

CEDAR RAPIDS, Iowa—An enthusiastic meeting attended by representative operators from all over the state was held here by the Automatic Merchandisers' Association of Iowa March 15th. H. R. Gibson, newly appointed field service man of the National Association of Coin Operated Machine Manufacturers, was among the leaders present.

●

MEMPHIS, Tenn.—Jake Kahn, operator for a number of years, has opened a jobbing business known as the Kahn Sales Company at 265 South Main Street.

●

DALLAS, Tex.—Officers of the Texas Coin Vending Machine Operators Association for 1935 were to be elected at the organization's annual meeting scheduled for the Jefferson Hotel here April 7th.

●

AKRON, Ohio—Action is being awaited on an ordinance recently presented to the city council providing for the licensing and control of vending and slot machines. Fee for venders would be 100 times value of coin on which they operate, while slots would be taxed $10 yearly.

●

FORT WORTH, Tex.—Joe Barnes has established headquarters here to represent the International Mutoscope Reel Co. in Texas, Oklahoma, Arkansas and Louisiana.

●

GREAT FALLS, Mont.—Ed N. Davis is planning to return to the operating business.

●

DALLAS, Tex.—Two new jobbers in the state are the Arthur Flake Distributing Co. here and the Alamo Coin Machine Co. of San Antonio, the latter headed by A. W. Brenan. Joe Day has opened Day's Novelty Co. at Austin.

●

Neontact Game Pamco Winner

LOS ANGELES — Neontact, Pacific Amusement Manufacturing Company's new pin game that registers winning scores in illuminated Neon lights, is drawing the enthusiastic attention of operators and jobbers wherever shown, according to Herbert McClellan, manager of the PAMCO branch office and plant here.

Neontact has a novel light-up unit which spells out the words Two, Five, Ten or Twenty, according to the degree of success attained by the skillful player.

Another popular Pacific product is Time, on which skillfully placed marbles advance the hands of a clock to hour combinations indicating winning scores. Both Neontact and Time are being delivered from the Los Angeles plant of PAMCO to Pacific Coast jobbers.

Roto-Lite, a game with twin coin chutes, and the new Baby Lite-A-Line, a counter model, are other recent Pacific releases being produced at the Chicago plant of the company.

Arizonans in L.A.

LOS ANGELES—Local coin machine men enjoyed a visit during the past week from M. D. Kitterman, well known operator of Bisbee, Arizona. Fred Whitton of Miami, Arizona, not content with his trip here in February, was back again in March.

COMBINATION

***By* Harry Williams**

Price $49.50

Prompt Deliveries From Stock

SOL GOTTLIEB CO.

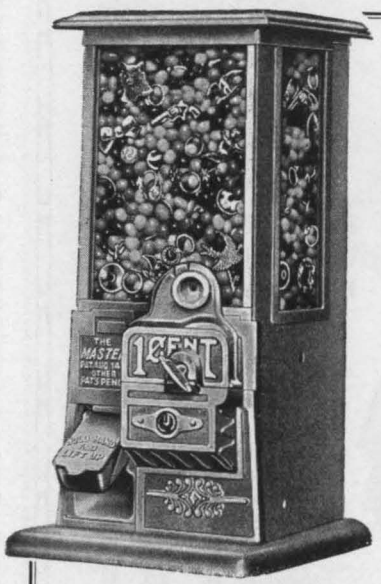
1347 W. Washington Blvd.

Los Angeles, California

MAN! IT GETS THE PLAY

COMBINATION

by HARRY WILLIAMS



The "MASTER"

MASTER Novelty Venders

All Chromium Plated Steel Cabinet, Green Porcelain Enameled Base—Heavy Polished Aluminum Front with Cylinder Lock on Cash Box—Slip Joint Handle—Easy Accessible Mechanism—Three Window Display—No Globes to break.

This is the machine Good Locations are asking for. Its Beauty matches the most expensive fixtures. Sold with a 30 day Satisfaction Guaranty.

The "HI-LOW" Complete Toy Pack

The ORIGINAL individually packed box containing 275 to 300 Novelties and Toys to completely fill one Novelty Vending Machine.

The "HI-LOW" pack is balanced with the right amount of HIGH GRADE Novelties and Imported Charms, selected to appeal to adults as much as to children. These Charms are continually changed that the location is kept ALIVE, to this is added a good quality of LOW GRADE as filler.

Benefit by the experience and success of 95% of the Novelty Machine Operators in Southern California, and use the "HI-LOW" Toy Pack. Price $1.00 each. F.O.B. Long Beach. Cash with order.

MAIL ORDERS FILLED PROMPTLY

M. Brodie

DISTRIBUTOR OF

"MASTER" VENDING MACHINES—The "Hi-Low" Toy Pack—Novelties—Toys and Imported Charms—Brown Princess Peanuts

The House that is Interested in the Merchandise Vending Business Exclusively

2070 EUCALYPTUS AVE. TELEPHONE 616-540 LONG BEACH, CALIF.

Appointments for Evenings and Sundays

Rock-Ola Now Installed In New $5,000,000 Plant

CHICAGO—One of the largest and finest plants in the coin machine industry is now occupied by the Rock-Ola Manufacturing Corporation, which recently moved into its new $5,000,000 plant here at Kedzie and Chicago Avenues.

Purchase of the immense plant a few months ago by Rock-Ola created wide comment in Chicago commercial circles and was given hearty publicity in the newspapers. Twenty industrial buildings with a total floor space of 600,000 square feet comprise the properties, recently appraised at $5,000,000. The main building contains approximately 250,000 square feet, and the entire facilities are estimated to have a production capacity of 10,000 pingame cabinets per day.

Rock-Ola Manufacturing Corporation's advancement to leadership in the coin machine industry is the result of foresight and ability on the part of the company's president, David C. Rockola.

His wide knowledge of the business is the result of a lifetime in the coin machine industry, and his varied experience qualifies him to direct the numerous activities of the organization. His is the mechanical genius that has made possible the company's internationally famous products. The LoBoy and Featuristic scales, for example, which were chosen for operation on the Fair Grounds in the 1934 Century of Progress Exposition. A few of the other well known products are WINGS and the OFFICIAL SWEEPSTAKES, JIGSAW, and the WORLD'S SERIES.

It was during the building of JIGSAW and the WORLD'S SERIES that Mr. Rockola developed the conveyor system of assembly, which made it possible for his organization to turn out 1400 machines a day.

It should be noted, perhaps, that Mr. Rockola is not the desk-bound swivel chair type of executive. His is a swift-moving spirit that touches on every phase of the company's activities.

First Manufacturing Efforts

In 1927, under the name of the Target Skill Machine Company, Mr. Rockola developed a ball gum vending attachment for the famous ABT Target. This represeneted his first manufacturing efforts in the coin machine industry. Just previous to this, the name of the firm had been the Rock-Ola Scale Company which, in 1924, operated 3,000 penny weighing scales in Eastern, Southern and Midwestern states. At that time, Mr. Rockola bought all of the Watling large dial scales in the Chicago district and operated them until he later developed and perfected his well known Featuristic scale.

Before David Rockola became an operator, some years earlier, he was connected with O. D. Jennings & Company and later with the Mills Novelty Company.

In 1925 Mr. Rockola operated ABT pistol target machines under the name of the Target Skill Machine Company, a concern which operated more than 1000 venders in Chicago.

From 1800 to 600,000 Feet

It is interesting to know that the first little plant in Chicago boasted only 1,800 square feet of floor space. Contrast this today with the 600,000 square feet of space in the new Rock-Ola plant.

At the former Rock-Ola quarters on Jackson Boulevard, back in 1928, the Rock-Ola Manufacturing Corporation occupied a space of 3900 square feet. There the famous Rock-Ola Jackpot was developed, which, as is well known, was an attachment designed to make a Jackpot machine out of the thousands of Bell machines then in use. As this attachment saved old equipment from becoming obsolete, it naturally became very popular and enjoyed tremendous sales. So successful was this attachment that in 1928 Mr. Rockola added an improvement, namely the Reserve Jackpot. Although this appeared to be a reckless innovation at the time, it is regarded as a necessity on present day coin machines.

In 1930, it was again necessary to enlarge the Rock-Ola factory and offices, because the line of machines being manufactured included: Three Aces Jacks; 4 Aces Plain Jacks; 4 Aces Ball Gum Jacks; Reserve Jackpot in 14 models for such machines as the Mills Bell and Side Venders, Jennings Bell and Side Venders, and also Mills Front Venders. The Featuristic scale was also being manufactured at this time. It is interesting to know that during his manufacturing activities at that time, he also organized the Weight-O-Matic system for operation of penny weighing scales.

When the new LoBoy was introduced in 1931, the factory and offices were still further enlarged, the floor space being increased to 12,000 square feet and new manufacturing machinery was installed.

The firm assumed its present name, Rock-Ola Manufacturing Corporation, in 1932. Early in 1933, WINGS and OFFICIAL SWEEPSTAKES were added to their line. At this time, Rock-Ola introduced the progressive assembly system and the endless twin conveyors with capacity of 800 machines daily. Production capacity at that time was one complete machine every 1½ minutes. As we have said before, the present production capacity is 3 machines per minute.

Records Smashed!

Late in 1933 an unprecedented expansion program was made necessary at the Rock-Ola factory as a result of the World's Fair JIGSAW. What has happened since then has been the talk of the industry. The WORLD'S SERIES, which followed on the heels of the JIGSAW machine, broke all known production and sales records in the history of the coin machine industry.

A review of the Rock-Ola innovations introduced to the coin machine industry shows many startling departures from the ordinary and stamps the Rock-Ola organization as pioneers and originators.

Acquisition of the new manufacturing properties gives the Rock-Ola Manufacturing Corporation a vast plant, larger than that of any now in the coin machine industry.

Henry Ford's slogan, "From mine to consumer," will see its virtual realization in the present Rock-Ola plant. As an example, the cabinets used in the games will be built by the company itself. Heretofore, it has been the custom in the industry to have cabinets built on the outside.

DAVID C. ROCKOLA

Mr. Rockola's leaning toward the operating end of the business was best shown recently when he stated, in a recent interview, that if he were to start over again in business he would operate machines.

The growth of the Rock-Ola Manufacturing Corporation proves that a company with the right products and the right policies can forge to the front in any kind of commercial weather, even that experienced by America during the last four years.

●

Jack Capaldi Boosts Review

FROM Jack Capaldi, popular director of S. Capaldi & Company, Ltd., of Edinburgh, Scotland, and London, England, comes a big boost for THE REVIEW.

The following letter from Mr. Capaldi, who is well known in United States coin machine circles, was received by Paul W. Blackford, publisher of THE REVIEW:

"We have pleasure in mailing you herewith our remittance for a year's subscription to your journal, THE PACIFIC COIN MACHINE REVIEW, and trust that you will see to it that our copy is posted to us regularly each month.

"Our Mr. Jack Capaldi, who was in America in December last, had the pleasure of examining a copy of your very valuable book while visiting our friends, the Bally Mfg. Company, and was struck by its wonderful get-up and snappy trade articles.

"Although we are quite a distance away from your part of the country, nevertheless we are ever anxious to keep in close touch with coin machine developments, and we feel sure, with the helpful assistance of your journal, we can see exactly what's happening each month, and may say we will indeed look forward to our copy every month. Best wishes.

"Yours very truly,

"S. Capaldi & Company, Ltd.,

(Signed) "Jack Capaldi, Director."

Write a Letter

Says JAMES MANGAN

Editor's note: James Mangan is well known to the coin machine trade as advertising manager of the Mills Novelty Company, Chicago. That he is widely recognized as a direct-mail expert was indicated recently when he won a national contest with his essay urging use of the mails. The other day THE REVIEW *received the following reprint of Mr. Mangan's message in a folder circulated by a firm not connected with the coin machine industry, further illustrating the extent of Mr. Mangan's prestige:*

IT'S only a few steps to the nearest mailbox—write a letter! Take a little chunk of your heart and spread it over some paper; it goes, oh, such a long way!

Write a letter to your mother or father, to your sister, brother, sweetheart, loved ones. Are they dear to you? Prove it with a letter! Write a letter and give them the same thrill you had when you last received that same kind of a letter. Think of the joy of opening the mailbox and drawing out a warm envelope enriched with old familiar handwriting! A personal letter—it's good to *get* one. So *send* one—write a letter!

Write a letter to the aged relative who hasn't many days to live, the friend of your father, the friend of your family, the one surviving link between your present and past. Don't wait for that dear soul to die till you act. Act now with a message of love to cheer those last few days on earth. Sit down and *start writing!*

Write a letter to the author whose story gave you that delightful half hour last night. Write a letter to the cartoonist whose serial strip you avidly devoured this morning; to the teacher who inspired you twenty years ago; to the doctor who saved your baby's life; to your old employer to show him there was something more between you than a pay check. Be a human being—write a letter.

There's a man in public life you admire, believe in, rave about. Write him a letter of praise, of encouragement. To be "with him in spirit" is not enough—show your spirit with a letter. We can't all be pioneers, crusaders, presidents—but we can help those brave men stay on the track and push through to a grand and glorious success if all we ever say is "Attaboy!" Write an "Attaboy" letter!

Write a letter and—give. Give praise, encouragement, interest, consideration, gratitude. You don't HAVE to give these things; but the real letter is THE ONE YOU DON'T HAVE TO WRITE!

The sweetest, gentlest, and most useful of all the arts—letter writing. Great, grand characters like Washington, Franklin, Lincoln, and the greatest men of all nations, have been regular letter writers. Write a letter! Write it with pen, pencil, or typewriter. Use any kind of paper, any kind of spelling or grammar. It doesn't matter how you say it, and it doesn't even matter what you say; its beauty, its *gold* lie in the pure fact that it's a *letter!* Each mistake is another handclasp; every blot is a tear of joy.

Do you see a job? Do you smell an order? Is your mind on business? Write a letter. Then write another letter. No business, no individual, built on the "write-a-letter" rule ever failed. Because you simply can't fail, if you write a letter.

Try it, you'll like it. Great joy and many surprises are in store for you. You'll get letters back. You'll get help from unexpected sources. All that you gave in your letters will be returned to you a thousandfold. For a letter is a 3-cent investment in bountiful good fortune.

Write a letter! Whether you say: "Attaboy!", "Thanks!", or "I love you!", always remember: A LETTER NEEDS NO EXCUSE!

A New Idea in Light-up Games
COMBINATION
by HARRY WILLIAMS

Jack Moore Hits The Trail

Here's Jack Moore of San Francisco, western representative of O. D. Jennings & Company, ready to start off on one of his weekly business trips. Note the fancy trailer loaded up with Jennings equipment.

Crane Case Up April 15

LOS ANGELES—April 15 has been set as date of trial for V. O. Briggs, the Owl Drug Company and Mr. Maple, store manager, in a recent pick-up of two types of automatic merchandisers.

V. O. Briggs, operator of the machines, entered a plea of not guilty. Two previous decisions in favor of the machines are now on file in Los Angeles Municipal courts.

Back from Northwest

LOS ANGELES—Art Mohr has just returned from an extensive trip through the Pacific Northwest in the interest of the Gans Company.

CAMOA Will Hold May Dinner Dance

LOS ANGELES—Members of the California Amusement Machine Operators Association, at their meeting April 2nd in the Subway Terminal Building, made preliminary plans for a dinner dance to be held early in May for members and their guests.

Committee for the affair includes Joe Orcutt, Sol Gottlieb and Frank Kozinsky.

One of the outstanding pin games of 1935 is the new A. B. T. AUTODART with Ticket Totalizer, now on display at Paul Laymon's, 1503 W. Pico, Los Angeles.—Advt.

Oregon Operators

To our old friends and customers—we are now jobbing a full line of Mills products in this territory.

TICKETTE CANNON FIRE
IMPACT EQUITY
NEW QUICK SILVER
Now on Display

❖

EARL & KOEHLER MFG. CO.
1147-A NE 31st Avenue
Portland, Oregon

Coming Right Out . . .

to clean up for you!

DEALER

A HARRY WILLIAMS GAME SOON TO BE ANNOUNCED

● Reverie ●

Choice spots go to choice people. California Games played a harmful prank on their California distributors, Stuart & McClelland, by giving them the above honored position for one day.

Such honor worked the greatest hardship on the boys working in the construction of REBOUNDS who had to use the filling station across the street while the two gents pictured had the spot of di-stink-shun.

●

Keeney Makes 2nd Expansion

CHICAGO—The reception that Quick Silver is receiving from all over the country made it necessary for J. H. Keeney & Co. to take an extra floor in their factory building some weeks ago. These enlarged quarters have now been outgrown to the extent that an additional floor was taken on April 1st, giving a plant capacity of over 25,000 square feet. The plant now employs 85 men, with the expectation of increasing the number to 150 within the next few weeks.

The operators are finding that with Quick Silver they can legally realize the same sort of earnings that hitherto have been obtainable only from pay-out tables. Hence the operators who have been using this type of machine are the leaders in the grand rush to stock up with Quick Silver. Operators who desire the high earnings obtainable from slot machines and pay-out tables, yet who like to sleep well nights, are finding Quick Silver the solution to their problems.

Osborn Gets Wurlitzer Operating Rights, Ariz.

LOS ANGELES—The Osborn Music Company of Los Angeles has been granted the rights for operating Wurlitzer Simplex automatic phonographs in the State of Arizona, it was announced here by W. E. Simmons, traveling sales manager for the Rudolph Wurlitzer Mfg. Company in California, Arizona and Nevada.

Mr. Osborn, head of the firm, is a veteran of 13 years' experience in the coin machine field and is assisted in the business by his two sons. Osborn Music Company operates about 350 pieces of automatic music equipment.

●

Service Facilities For Games Offered

LOS ANGELES — Complete facilities and equipment for the repair and reconstruction of marble games are maintained by Joe Kosakoff at his headquarters at 1351 West Washington Boulevard here.

Kosakoff's place of business is located in the heart of "coin machine row" and his operator friends have been keeping him busy during the past month.

●

SUBSCRIBE FOR THE REVIEW TODAY.

County Rights Plan For Cigarette Ops

NEW YORK—Sales of cigarette vending machines on the basis of territorial rights is being advocated here by a number of cigarette machine manufacturers as a method of encouraging successful operating.

Because of the small margin of profit, the most successful operators are those who own a considerable number of machines, the manufacturers have found. It is for this reason that they are studying a plan to sell machnes in quantity lots to operators financially able to cover a certain territory, as for example a county or fixed district.

●

Pettijohn Visits L.A.

LOS ANGELES—G. R. Pettijohn of Pacific Amusement Manufacturing Company's Chicago staff is back in town for a visit with his family and friends during a vacation from his duties in the Windy City. Mrs. Pettijohn remained in Los Angeles when G. R. was transferred to Chicago but visited him there during the World's Fair.

Players flock to it
COMBINATION
by HARRY WILLIAMS

Exclusive Distributors
INTERNATIONAL MUTOSCOPE REEL CO.

AUTOMATIC MERCHANDISER

FIVE years ahead of any other crane on the market.

▲

MUTOSCOPE
Registered U.S. Pat. Office

1935 MODEL WITH CANDY VENDER

WALNUT CABINET
SHATTERPROOF GLASS

PRICE
$27500

F.O.B. Los Angeles

Liberal Terms to Qualified Parties

▼

Sol Gottlieb Co.
1347 W. Washington
PRospect 3351
Los Angeles, Calif.

Vancouver Law Does Not Differentiate Pin Games

VANCOUVER, B. C.—The effects of a recent test case here in which Police Magistrate Mackenzie Matheson ruled that operation of a marble game is not a voilation of the gaming laws is the only relief which operators have from this city's by-laws which fail to distinguish between slot machines and pin games.

Vending machines, however, are amply defined and protected by the by-laws, which provide for an annual license fee of $25 for one machine and $2 per year for each additional machine. Restrictions are placed on the hours during which vending machines may be operated.

Here are excerpts from Vancouver's by-laws, with the all-inclusive slot machine clause:

Section 2—Subsection (27)—

(1) The term "slot machine" shall mean and include any machine or device operated by the insertion of any slug or coin, and any machine or device operated mechanically, save and except only any "vending machine" as defined herein; and without limiting the generality of the foregoing, shall also include any such machine or device (save and except a vending machine) wherein by any such operation any numerals, signs, pictures or figures, or any combination thereof, are displayed or result from the playing or operating of any such machine.

(2) The term "vending machine" shall mean and include any machine or device operated by the insertion of any slug or coin, or operated mechanically for the purpose of selling or disposing of any goods, wares, merchandise or articles, or providing any music, or operating any scales giving or exhibiting any weight of measuring the height of any person, but shall not be deemed to include any such machine or device which emits or gives out therefrom any coin, disc, token or slug, either with or without any such goods, wares, merchandise or articles, or any premiums of any description whatsoever. (By-law No. 2350 Amending By-law No. 2272, Amend. By-law No. 1880).

Section 5—A License shall be taken out by the following persons: Subsection (31)—Every person carrying on the business of, or who conducts or operates any vending machine. (By-law No. 2272, repealing By-law No. 1880—Subsection (31).

Section 19—Subsection (1)—No person licensed under this By-law who owns, or keeps for hire or profit any vending-machine or machines, or any instrument or mechanical device for recreation or amusement, or any rifle-gallery or shooting-gallery, shall permit any such vending-machine or instrument or device or game to be operated, or any customer, person, or onlooker to remain in such rifle-gallery or shooting gallery or arcade or any place where a vending machine or instrument or device is operated between the hours of half-past eleven o'clock on Saturday night and the hour of six o'clock on Monday morning, nor upon the other days of the week between the hours of twelve o'clock midnight and six o'clock on the following morning, and no person shall permit any person or persons under the age of eighteen years to enter or remain at any time in any room in which such vending machine or instrumet or device is kept for hire or profit.

Subsection (2)—Every keeper of any arcade or exhibit or any such place where vending-machines are kept for hire or profit for the purpose of showing pictures, whether stationary or moving, shall, before any such pictures are put in or upon any such machine or machines, first submit such pictures to the Inspector for his approval, and no pictures shall be exhibited in or upon such machines which have not been approved by the Inspector, and any such owner or keeper of any such place failing to submit all pictures to the Inspector, shall be deemed guilty of an infraction of this By-law. (By-law No. 2272 amending By-law No. 1880).

Section 19A—It shall be unlawful for any person to conduct, operate or carry on, or permit to be conducted, operated or carried on within the City any slot-machine as herein defined. (By-law No. 2272 amending By-law No. 1880) .

●

Small Coins Hold Circulation Pace

CHICAGO—Sharp gains in the circulation of small coins is regarded by *The Chicago Tribune* as an indication of increased retail business. In order to present the facts clearly an index has been made of two groups of subsidiary money, subsidiary silver and minor coin, and compared with an index of the total money in circulation. Both indexes are based on January, 1933, as 100.

The first fact shown is that total money outstanding is only 3 per cent above the base period.

This is far below the expectations of those who predicted an enormous upswing in money circulation because of inflation.

The second fact is that, notwithstanding the steadiness of the total, subsidiary money has maintained an increasing trend until it is now more than 16 per cent higher than in January, 1933.

Certainly the increasing use of minor money is an indication of improved turnover in retail businesses. A further reason is the necessity for using small coins due to the numerous excise and sales taxes in many States and municipalities.

●

Locations Are Aided By Light-up Tilter

CHICAGO—Operators report a very favorable reaction on the part of merchants to the new Light-up Anti-Tilt, a feature of ROCKELITE, made by Bally Manufacturing Company. ROCKELITE is equipped with a back-panel on which the score is recorded in colored lights—and on which a special bright light flashes on if the machine is tilted. It is claimed that the Light-up Anti-Tilt is visible from practically any point in the average location.

●

Seeking Ideas

KANSAS CITY, Mo.—A. J. Stephens of the A. J. Stephens Company of this city is looking for new ideas for a pinball table game to manufacture on a royalty basis. Firm also makes liquor cabinets.

OVERLOOKED

Burlesque Cutie—What on earth did I do with my costume?

Maid—Where did you leave it?

B. C.—Oh, I remember! I put it on!

●

Ambitious Op (in matrimonial agency)—I'm going to marry a gal with a fortune or bust.

Agent—Fine! We'll get you one with a bust.

●

"Say, Joe, I hear you woke up the other morning with an awful headache.

"Yeah. Found out I'd married that dizzy blonde who was chasing me."

●

First Op—So you had a good time at the Chicago show? Were you personally escorted?

Second Op—Sure. I let my conscience be my guide.

●

"You had lots of nerve swiping the dancer's costume."

"Yes, it was a dangerous undie taking."

●

Operator—Well, I'll be able to retire on what my machines took in today.

Jobber—Thought you said it was only ten bucks.

Operator—That's right, but it'll keep the installment company from taking back my bed.

●

"They say that fellow composes music in bed."

"I get it. Sheet music?"

●

Director—You have one annoying fault.

Chorine—Goodness!

Director—How did you guess?

●

"Do you have trouble controlling your fans?" Sally Rand was asked.

"I certainly do," replied Sally. "They won't keep their hands off me."

●

A girl friend of ours doesn't know which proposal to accept, one from a pastry chef or that of a poet. She guesses she'll be marrying for batter or verse.

●

"You say she's easy on your eyes?"

"Yep, she always turns out the lights."

●

Customer—That steak's so tough it talks back to me.

Waiter—You're one up on the chef. He grilled it for two hours and it never said a word.

OUTSTANDING!
AUTODART
With A. B. T.
TICKET TOTALIZER
1935's Greatest Table Game
■
Jobbers, Operators
Write for Prices
■
PAUL A. LAYMON
1503 W. Pico St. Los Angeles, Cal.
Pacific Coast Distributor
A. B. T. Mfg. Co.

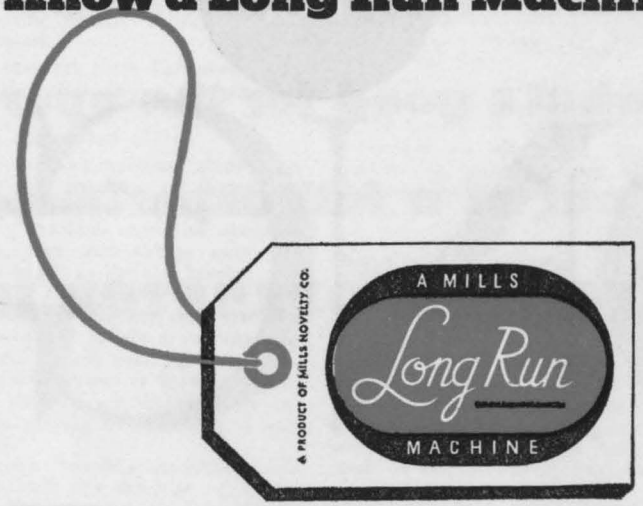
Quick turn

VS.

LONG RUN

"LONG RUN" IS BUILT IN THESE MILLS MACHINES: Extraordinary Front Vender, Mystery Extraordinary Front Vender, Extraordinary Golden Side Vender, Mystery Extraordinary Golden Side Vender, Mystery Golden Side Vender, Silent Golden Side Vender, Silent Jackpot Front Vender, Silent Jackpot Side Vender, Mystery Silent Jackpot Front Vender, Mystery Silent Jackpot Side Vender, Gooseneck Silent Jackpot Side Vender, Mystery Gooseneck Side Vender, Q. T. Jackpot Vender, Mystery Extraordinary Golden Bell, Extraordinary Golden Bell, Extraordinary Bell, Mystery Extraordinary Bell, Mystery Silent Jackpot Bell, Mills Golden Bell, Mystery Golden Bell, Silent Jackpot Bell, Gooseneck Silent Jackpot Bell, Mystery Gooseneck Jackpot Bell, Q. T. Jackpot Bell, Q. T. Pay Table, Loop Table, Equity, Classic, Cannon Fire Jr. (46 inch), Cannon Fire Standard (40 inch), Impact, Dial Machine (Bell Type), Dial Machine (Vender Type), Black Jack, Tickette, Modern Puritan Bell, S.S. Merchandiser, Dice, Display Vender, Dance Master Phonograph, Mills Modern Scale

Know a Long Run Machine by this tag



Every operator knows that he can't succeed in the amusement game business unless his machines have long life. Yet it seems to be the aim of most manufacturers, especially makers of pin games, to issue a new crop of tables every three or four weeks, at which time their preceding table on the market is buried forever.

This latter idea is called the "quick turn." A quick turn may be lovely for the manufacturer. It allows him to open a new market immediately after exhausting the old market. It allows him to kill, in the short space of a few weeks, merchandise that

INSIST ON Long Run MACHINES

MADE ONLY BY MILLS

should have been designed and constructed to last for years. He is thereby permitted to make a stab at some new money. This is instantly put back into new tables and then the same process starts all over.

Quick turn may appeal to these other manufacturers but not to Mills Novelty Company. We have been in business forty-seven years—not four. We know what's good for the operator. And we know out of a full experience that WHAT'S BEST FOR THE OPERATOR IS BEST FOR US!

QUICK TURN pin tables or amusement games are not good for the operator. They keep him broke continuously. They yield him losses more often than profit. They lose his best locations for him. They make him work five times as hard as necessary and pay him no compensation for this extra effort. It's about time the QUICK TURN TABLE and the QUICK TURN MACHINE were condemned.

We condemn the QUICK TURN MACHINE here and now! We advise all operators to pass by any machine which hasn't proved its capacity for long life. Ignore these poppies, these mushrooms, these here-today-and-gone-tomorrow will-o-wisps!

INSIST ON **Long Run** MACHINES

MADE ONLY BY MILLS

Handle only LONG RUN MACHINES AND GAMES! The quick turn machine is the one the location asks you to take out at the end of two weeks—the long run machine is the one the location flatly refuses to part with even after it has been in for a year.

Mills Novelty Company is concentrating on the design and production of long run machines and games only. Our amusement products must *last.*

To help you in identifying the machines in which your money is SAFE we have originated and copyrighted a new TRADEMARK—the LONG RUN Machine by Mills! Look for the LONG RUN tag attached to each machine shipped to you—it is your promise of a long and pleasant life with steady profits. LONG RUN is not just our slogan, it is yours also—*your needs inspired it,* and likewise inspired the line of products that express its meaning.

Let the quick turn machine alone! Deal only in LONG RUN MACHINES by Mills!

Mills Novelty Co.

4100 Fullerton Ave., Chicago, Ill.

Look for the LONG RUN Tag!

★ John P. Ryan, *Pacific Coast Manager,* 1182 Market Street, San Francisco, Calif.

Text of Texas Decision Is Liberal In Attitude On Pin Games

HOUSTON, Texas—Establishment of the legality of marble games and their definition as games of skill and not of chance are embodied in a recent court decision here on three cases brought in Harris county court.

Declaring that "the legislature has legislated on practically every form of human endeavor . . . regulated the length of our bed sheets . . . our appetites, our love, and what sort of medicine we can take . . . ," the court's decision held that if marble games meet with the disapproval of the legislature they can say so in a dozen words, but that "practically every State in the Union, including the Federal Courts, have said that these marble games do not constitute a lottery under the old law."

The court's written opinion, submitted in finding defendants not guilty in cases Nos. 39046, 39047 and 39048, follows:

OPINION

"Before a decision on these cases I may be pardoned for this digression:

"Mr. Tigner should be complimented and commended for his able and diligent presentation of a most difficult matter. The same commendation should be extended to counsel for the defendant. The court feels indebted to all of you gentlemen for your earnestness and sincerity. You have aided me in reaching a conclusion in these cases. But before presenting that conclusion I am going to digress further and say that I yet do not understand the most unusual conduct of the district attorney acting through his assistant, Mr. Foreman, in filing a motion to dismiss these cases, unless I am led to believe they did not want a decision.

"The defendant stands charged by information, containing four counts, first: The exhibiting of a lottery. The next three with establishing, or aiding in the establishment of a gambling house, in that certain marble machines were therein placed by him. I am of the opinion that the evidence does not sustain the last three counts of the information. This court certainly is not prepared to hold that the many thousands of mercantile establishments throughout this country exhibiting these marble machines constitute such establishment a gambling house. On the other hand I believe it does not.

"Deciding the first count in the information, I have reached the conclusion that the operation of these marble tables does not come within the law denouncing lotteries. We have not one comprehensive definition of a lottery to be found in Texas cases; comprehensive enough rather to embrace these devices.

"Admittedly the game thereon played is one of both skill and chance, and where the individual case has reached our higher courts they were either found to be skillful devices or chance devices. The combination of the two has not been decided by our higher courts. There is a certain doubt in my mind as to whether or not the evidence raises the fact that chance predominates. On the other hand the weight of the evidence seems to be that skill predominates, while chance is still there. Therefore, believing that the law does not cover these cases and the facts do not warrant conviction, I find the defendant not guilty in all these cases.

"If I were to convict the defendant and the higher courts were to decide in three or four months that I was wrong about it then an injustice would have been done a citizen.

"If the Legislature decides to outlaw these marble machines they may do so in a short space of a few days and no injustice will have been done anyone. If the Legislature decides to prohibit the operation of marble machines and so legislates I am firmly convinced it will do so.

"The Legislature has legislated on practically every form of human endeavor. They have regulated the length of our bed sheets. They have, or attempted to, legislate on how many babies a woman can have, and there is a hue and cry over the country for such legislation. We had just the other day a bachelor member of the Legislature who presented a bill affecting motherhood. The Legislature has said how long you can stay out at night and what you can do while you are there. They have regulated our appetites, our love, what sort of medicine we can take, how much liquor we can drink, if any, and, in fact, the whole field seems to have been covered, and in a matter of such apparent importance as these marble machines if it meets with the disapproval of the Legislature they can say so in a dozen words. Practically every State in the Union, including the Federal Courts, have said that these marble machines do not constitute a lottery under the old law. Practically every trial court in Texas that has had a case presented to it has also held as I am now holding. The Attorney-General of our State agrees with my decision as well as the Attorney-Generals of corporation counsel and Alabama. All have said that I am right about it, and I am filing herewith a list of authorities sustaining my position."

●

Slot Rider Is Found In Michigan Proposal

LANSING—Attorney-General Harry S. Toy is redrafting a bill to legalize keeno games and pinball tables following his discovery in the proposal of Rep. Earl Munshaw of Grand Rapids a rider which would legalize slot machines.

Toy declared the revision was being made because it was not the original intention of the Munshaw bill to permit slot machines.

●

Offers New Coin Chute

CHICAGO—All Exhibit games are now equipped with their new improved 3-dog visible chute. It is claimed that this chute prevents the use of wired coins, toothpicks, matches, cellophane slugs with holes in center, etc., and at the same time is so constructed that it is practically impossible to jam this chute. Exhibit reports that many manufacturers have adopted the Exhibit chute and will feature it on new games in the future.

Leary To Head Minnesota Ops

MINNEAPOLIS—Don J. Leary is the new president of the Minnesota Skill Game Operators' Association, elected at a meeting held here February 14th to interest all operators in a campaign of activities extending to all parts of the state.

Leary's staff includes A. J. LeBeau, N. Bernstein and A. Magnusson, vice-presidents; Phil Moses, secretary; William Cohen, treasurer, and the following directors in addition to the above: H. H. Greenstein, A. E. Rockola and Jack Carter.

Good-will advertising in newspapers is being carried on with success under the name of the state association through the co-operation of two Minneapolis jobbers.

Other projects before the state group are efforts to keep minors and persons on relief from playing pinball games and to recruit location owners and other business leaders as associate members.

●

Trippe Leading Missouri Group

ST. LOUIS—With plans now under way for intensive activities by the Missouri Coin Machine Operators' Association following initial steps taken at the Chicago convention, Missouri operators are invited to communicate with Carl F. Trippe of the Ideal Novelty Co., 3003 Lemp Avenue, St. Louis, regarding information on the association.

●

Flint Council Studies Fair Basis of License

FLINT, Mich.—An ordinance similar to that in effect in Detroit, except for the addition of a fee on vending machines, is under consideration by the city council to replace the original proposal which had been opposed by the Flint Vending and Amusement Association on the grounds of being excessive.

The council's new plan is for a $10 fee on amusement machines and $1 to $10 on vendors, but the association favors a $25 occupational tax plus $5 on each pin game and 50 cents on each vending machine.

●

Exhibit Officials Coast Travelers

CHICAGO—Charlie Cleveland, secretary-treasurer of Exhibit Supply Company, returned last week from a three-week visit in California. Claude Kirk, vice-president of Exhibit, flew away from Chicago snow for the sunny coast several days ago to recuperate from his arduous labors in connection with the recent Coin Machine Show. On his return trip to Chicago, Mr. Kirk stopped over in Dallas, Texas, to renew acquaintances with Exhibit's many jobber friends in the Lone Star State.

Jobbers are beginning to receive samples of the sensational Exhibit Ticket Game and deliveries to all operators is anticipated within the next week. Starlight, the Exhibit light game that created so much interest at the Coin Machine Show, will also be ready for delivery within three weeks, it was announced.

NEONTACT

A PAMCO Winner !

The NEW NATIONWIDE AWARD SPELLING CRAZE

NEON LIGHTS! And actually SPELLING TWO, FIVE, TEN and TWENTY in Brilliant NEON Light-Up Awards! Here's an Operators' Game if ever — and a Players' Game that knows no bounds for Enjoyable Entertainment.

Consequently, with NEONTACT in any location, you can expect THRONGS of people to play it steadfastly, as they are now doing in countless locations — PROVING the Principles involved have Excellent EARNING POWER!

We are making immediate deliveries on NEONTACT. Come in and see it TODAY!

New Playboards

THE ANSWER TO AN OPERATOR'S PRAYER

$15.00 IS ALL YOU NEED TO BUY A PROVEN MONEY-MAKER

FOR OUT OF TOWN TRADE ONLY:
Boards are made ready to install in Major Leagues and Jr. Contacts.

FOR LOS ANGELES TRADE:
Boards are made for all makes of games.

Am more than satisfied with my rebuilt games.—*Geo. Cooly.*

Our net profit on 4 rebuilt games is $40 per week. — *M. Spitzer of United Games, 821 S. Mansfield, L. A.*

Eight weeks of continuous play. Best replacement board we have had since we started to operate amusement games.—*Coast Novelty Co., 10733 San Jose Ave., Lynwood, Calif.*

We are more than pleased with our rebuilt games. — *Jean Bolling, 1420 Obispo, Long Beach.*

$22.00 in receipts in 5 days on 1 rebuilt game.—*Jack Gross, 609 W. 98th St., L. A.*

The inexpensive replacement boards in our games, are netting us more than the original new machines. — *Eli Glassman, 1226 S. Heyworth Ave., L. A.*

We have 10 rebuilt games and the receipts are equal to the best marble games we have ever operated.—*Earl Cale, 1525 W. 7th St., L. A.*

L. A. GAMES COMPANY

(WM. NATHANSON)

2833 West Pico Street **PArkway 2711** **Los Angeles, Calif.**

Let CRAZY LANE Bring You DIZZY PROFITS!

California Games Company has packed More Action, More Honest-To-Goodness Thrills, into CRAZY LANE than any other big winner on the market today. Get in on the Tremendous Profits that this SKILL-PLUS game will surely bring! All of the experience, facilities and resources of the producers of REBOUND are behind this Latest Sensation. You CAN'T MISS.

If you don't believe that CRAZY LANE is Positively the Greatest Combination of Goofy Action Holes, Skill Shots, Elevated Rails and Twisting Score Lanes, come in and we'll show you the Players' Treat! And we haven't said a word about the Special Bonus Award Area, a really second game in itself. CRAZY LANE does umpty-nine things at one time, especially making REAL MONEY for OPERATORS!

See CRAZY LANE on our floor Today

FREE

1 Kleer Vu Sprayer, including 8 oz. Kleer Vu liquid FREE for 5 names and addresses of operators in *Marble* and *Slot Machine* games in the states of California, Arizona, Nevada, Oregon and Washington.

FREE

A 12 months subscription for the "Pacific Coin Machine Review" FREE for 10 names and addresses of operators in *Marble* and *Slot Machine* games in the states of California, Arizona, Nevada, Oregon and Washington.

ABOVE OFFER GOOD UNTIL MAY 1st, 1935

Used Game Bargains

Rebounds	$36.00
Criss-Cross-A-Lite	35.00
Major League (22″x44″)	19.00
Signal (22″x44″)	18.00
Action, Late Model (22″x44″)	29.00

and 200 Other Pin Games

Prices on Request

●

SLOT MACHINES

15 Jennings with Rock-Ola Jackpot Front
10 Mills 5c F.O.K.
10 Mills Extraordinary Blue Fronts

Prices on Request

New Games

Neontact — Crazy Lane Combination

Dealer — Mill's Cannon Fire Beacon

Traffic — Whirlpool

Cyclone — Tick-A-Lite

Star Lite

and all others

L. A. GAMES COMPANY

(WM. NATHANSON)

2833 West Pico Street — PArkway 2711 — Los Angeles, Calif.

Occasional 'Black Sheep' Show Up in Coin Devices

By W. E. SIMMONS

A "BLACK SHEEP" in coin machines the same as in families!

Traveling California, Nevada, and Arizona, calling on practically all coin machine operators in these states representing the Rudolph Wurlitzer Mfg. Company, SIMPLEX phonograph division, naturally I get all the complaints on various types of slots, marble machines, music, gum, cigarettes, etc. However, I find as a general rule an operator who may have 200 machines talks about one or two machines that give him trouble. Seldom does he mention the 198 or 199 machines that work perfectly. On the whole, equipment in the field today is as nearly 100% as can be expected, considering the volume of coin machines in operation, and I think the manufacturers are to be complimented.

Occasionally any company which makes a most excellent product will have trouble with an instrument or a machine here and there in widely separated sections of the country, and for no apparent reason. Coin machines seem to be something like families . . . there will be long line of excellent stock, then all of a sudden, a *black sheep* shows up. It is true, that human beings are more complex than mechanical machines, yet often there is less explanation for the misbehavior of a coin machine than there is of humans.

If any operator has a "black sheep" in his chain of operation I am sure the manufacturers will gladly investigate the trouble. Each machine, regardless of what it is, has the same material, assembled in the same way, inspected just as carefully, so you say *WHY* the difference? The answer is, if you have one piece of equipment giving you trouble, it is the black sheep and instead of condemning the other 99% for the flaw or the "black sheep," segregate this particular piece of equipment whatever it may be and you will find your manufacturer ready and willing to replace, repair, or in other words correct your troubles, if the equipment has been found faulty.

There never was a time in the history of this country, in my opinion, when manufacturers were as human as they are today, and each year will bring even a closer cooperation between operators and manufacturers.

●

Just About to Pop . . .

DEALER

It Will Hit the Bull's Eye of Profits

A HARRY WILLIAMS PROVEN GAME

'All Sold Out' On Turn Table

CHICAGO—S. R. O. (Standing Room Only) signs indicating that all seats are sold are not uncommon at theatre and athletic performances, but when the sign is hung out on an amusement machine . . . that's news!

Dave Gottlieb, head of D. Gottlieb & Co. has hung the "Completely Sold Out" sign on Turn Table, which means that orders for this very popular machine cannot be filled. According to Dave, only a fixed amount of these machines were scheduled for production and since the great number of orders placed for the game have absorbed the quota, no extra machines will be produced. Orders that have arrived too late to be filled have been returned with regrets.

A new idea in amusement machines is also announced by Mr. Gottlieb. This new machine, known as Kelly Pool, is a clever take-off on the famous old standby of kelly pool. It is an attractive machine utilizing two fields. The upper and lower fields contain ten billiard ball designs, each numbered with a pocket. Using ten different colored balls, the object is to skillfully match the ball with the color of the highest score pocket in either of the two fields. Each and every ball played is a skill shot, with an opportunity to receive an award of 55 free games if all ten pockets are successfully matched.

●

Music for Summer

A. Longfellow of Flagstaff, Arizona, manager of Arts Music Shop, states many new locations are opening up in northern Arizona for the summer season. Mr. Longfellow operates Wurlitzer Simplex instruments around the Grand Canyon.

●

Complete stock of operators' supplies, marbles, Eveready batteries, score cards, collection books, coin chutes, etc., at Paul Laymon's, 1503 West Pico Street, Los Angeles.—Advt.

SEE IT TODAY WITHOUT FAIL
COMBINATION
by HARRY WILLIAMS

Pace Granting Ops Territory

SAN FRANCISCO—H. R. Maser, Pacific Coast manager of the Pace Manufacturing Company, makers of Pace's Races table game, is in charge of granting territorial distributing and operating rights for this popular ticket-vending game on the Pacific Coast.

According to an announcement by Mr. Maser, Pace's Races is sold exclusively by state or territorial distributors who in turn assign operating rights by counties or districts. Replacement parts and ticket rolls are obtainable only through these duly authorized distributors.

This marketing system, Mr. Maser explains, has been put into effect by the Pace firm for the protection of the operator and to enable him to receive qualified service on his Races machines.

Maser recently returned from the Chicago show accompanied by an enthusiastic party of Pacific Coast operators who made the trip with him. In the group were Mr. and Mrs. Henry Doelger, San Francisco; Hugh Adams, Tacoma, Wash.; Leo Strickler, Oakland; E. T. Mape, San Francisco, and H. K. Hines, Modesto.

These operators were among the many who enjoyed the pre-convention party of Pace's Races at the Congress Hotel in Chicago. Hundreds were present to inspect the display models of this popular horse-race game and to participate in the merriment. They also visited the Pace Manufacturing Company's plant and were treated to a repast prepared by Clara, the Cook.

●

Barrel Rolls Go By Carload Lots

LOS ANGELES—To fill the heavy demand in the East for that Pacific Coast product, Barrel Roll, Allied Amusement Company has shipped two carloads from here within the past two weeks and is increasing production to meet the rapid influx of orders.

On April 2nd Allied shipped a full carload of Barrel Rolls to John Fitzgibbons, New York distributor, and the last week in March consigned another carload to Chicago.

●

More Spending Shown By Coin Circulation

CHICAGO—An indication that the public is spending more freely is found in early collection reports on FRISKY and SKILL CIRCLE, two new pin games produced by Bally Manufacturing Company. These machines are both equipped with Multi-Coin Chutes, which operate on penies, nickels, dimes and quarters. An average based on a number of typical collection reports showed various coins in the following proportions: for every hundred nickels, approximately twenty quarters, sixty dimes and thirty pennies.

●

Ah, Another Angler!

F. V. Craig, Inyo Music Company, Bishop, California, an operator of music in the Owens Valley, says the fish are going to be bigger and better than ever this year.

Wolcher Opens Branch in L. A.

LOS ANGELES—Announcement is made here by Louis E. Wolcher, president of the Advance Automatic Sales Company, with headquarters in San Francisco, of the opening of a branch of the firm in Los Angeles at 1150 West Washington Boulevard. M. H. Sanders is manager.

E. A. Smith and E. K. Lane

— announce —

their association for the building of

INSERTS

and

GENERAL REPAIR SERVICE

for operators in Los Angeles and Vicinity

Come in and see the INSERT *we are now featuring*

1511 W. Pico Boulevard
LOS ANGELES
FEderal 2022

Punchboard Hockey Successful Game

CHICAGO—J. P. Seeburg's new punchboard tie-up with their incomparable Hockey game has been "going over like wildfire" with operators all over the world.

Tried primarily as an experiment by a Boston operator in several of his locations, the punchboard and Hockey tie-up idea was tremendously successful. In fact, his Hockey showed as high as a 50% increase in play.

Briefly, the idea is this. Two players play the Hockey game. The winner of the Hockey game is then entitled to one free punch at the Hockey punchboard. The rewards on the punchboard range from $10 to $5.

The added incentive of a prize reward, in addition to the thrills and fascination of the new Hockey game itself, qualifies this Seeburg game as one of the greatest money makers the operator has ever placed on location.

The new Hockey game, it is absolutely impossible to break the glass or the Hockey men. This was accomplished by the invention of a new spring device that relieves the shock when the ball comes in contact with the Hockey player.

The consistency of the big profits that Hockey is making for operators all over the world, is best proven by the tremendous orders and reorders received.

Hockey, incorporating all the thrills and fascination of the real sport, is the operators investment in permanent big profits. The permanency of Hockey is built around the competitive psychology. The idea of two players competing against each other, always trying to "beat the other fellow" is the same psychology that all our national sports have packed thousands of people into stadiums all over the world for many years.

3,000

OPERATOR-READERS

AGREE

It's in the

REVIEW

•

THE NEWSIEST

TRADE PAPER

in

THE INDUSTRY

STAR ★ LITE

Ready About May 1st . . . 44-inch Model

HERE'S Real News for Live Operators! Watch for the Sensational STAR - LITE in the popular 44-inch size. Moving Lights, Startling Action, a Positive Profit-Maker. Place Orders Today!

JOBBERS and Distributors all over the United States — Prepare Now to meet the Heavy Demand of Operators Everywhere for the Amazing 44-inch STAR-LITE! Truly the Players' Game of 1935!

See Your Favorite Jobber . . . Or Write

AUTOMATIC ENGINEERING CO., *Inc.*

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INGLEWOOD, CALIF.

QUICK SILVER

DOUBLES PIN GAME EARNINGS BY KNOCK OUT PATENTED FEATURES

PATENTED REPLAY FEATURE 80% OF AWARDS REPLAYED AND LOST

YIELDS SLOT MACHINE PROFITS LEGALLY

REQUIRES NO ATTENTION FROM MERCHANT

PROTECTED BY U.S. PATENT 1985736

NO CHEATING AWARDS PAID BY MERCHANT AUTOMATICALLY RECORDED

SIZE 20" X 40"

ONLY $67.50

Price F.O.B. Chicago

ABSOLUTELY SLUG PROOF

QUICK SILVER

BRINGS BACK THE GOOD OLD DAYS

Re-orders *prove* Quick Silver marvelous money maker

QUICK SILVER GROSSED $90.00
FIRST DAY NET PROFIT $30.00
RUSH 15 EACH DAY
RUSH 5 MORE QUICK SILVERS IMMEDIATELY NET EARNINGS ON SAMPLE OVER $15.00 PER DAY ANSWER
JACK YOU HAVE REAL WINNER WANT 20 MORE QUICK SILVERS AT ONCE
QUICK SILVER GREATEST MONEY MAKER EVER HANDLED $87.00 GROSS 2 DAYS NET PROFIT $38.40 HURRY SH
AM MOBBED BY OPERATORS FOR QUICK SILVERS MUST HAVE 15 TO DAY SURE
SAMPLE QUICK SILVER PAID FOR ITSELF IN 3 DAYS RUSH 6 MORE
HAPPY DAYS HERE AGAIN CAN YOU SHIP 10 MORE QUICK SILVERS TO DAY

3 OF THE MANY KNOCKOUT FEATURES THAT MAKE QUICK SILVER A BIG WINNER

1. **Legally automatic—does not pay out—player's Skill Awards of "Free Games" are automatically recorded on "Free Game" dial. Requires no attention from merchant.**
2. **Gives operator accurate record of skill awards paid by merchant—you don't have to take the merchant's word for it. Cheating by merchant is eliminated.**
3. **Permits replay of "Free Games" by operating coin slot *without inserting coin.* As a result, player replays 80% of his skill awards back into the machine. Thus net profit is tremendously increased.**

Find out for yourself — with a Sample Order — what a marvelous money-maker Quick Silver is

Terms 1-3 cash; balance C.O.D.
7-Day Money-Back Guarantee

J. H. KEENEY & CO.

2900 Michigan Boulevard
CHICAGO

Get QUICK SILVER MAKING MONEY FOR YOU! WRITE OR WIRE FOR CIRCULAR

Cavalcade

A GAME WORTHY OF ITS NAME!

SPEEDING - LIGHTING - WINNING ITS WAY AS AMERICA'S MOST THRILLING GAME OF SKILL...

ANOTHER STONER SUPER SENSATION!

CAVALCADE, with its NEW EXCITING ACTION and ADVANCED FEATURES... IS THE MOST SENSIBLE "BUY" YOU CAN MAKE... ESPECIALLY, AT SO MODERATE A PRICE! Words cannot describe this STONER winner. To appreciate CAVALCADE you have to see it! These dealers have CAVALCADE ready for immediate delivery! See one of them today!

Advance Automatic Sales Co.
1021-23 Golden Gate Ave.
San Francisco, Calif.
Exclusive N. Calif.

Western Distributors, Inc.
3128 Elliott Ave., Seattle, Washington
Exclusive Washington-Oregon

Irving Bromberg Co.
2922 W. Pico St., Los Angeles, Calif.
Exclusive S. Calif.

ORDER CAVALCADE NOW!

DE LUXE SIZE:
41" x 21"

CUSTOM BUILT
"The Aristocrat Line"

Ready for Immediate Delivery

PRICE $395.00

F.O.B. AURORA, ILL.
TAX PAID

STONER CORPORATION

328 GALE STREET • AURORA, ILLINOIS

Lou Wolcher

takes pleasure in announcing

the opening of a new

LOS ANGELES BRANCH

of the Pacific Coast's

LARGEST DISTRIBUTORS OF COIN MACHINES

Advance Automatic Sales Co.

1150 W. WASHINGTON BLVD. LOS ANGELES, CALIF.

We always have delivery on every good game. Now we offer for

Immediate Delivery:

PAY-OUT GAMES

Mills Equity
Red Arrow
Gold Rush
Rex
Darby
Rapid Fire
Match Play

LIGHT-UP GAMES

Criss Cross-a-Lite
Score-a-Lite
Rockelite
Beamlite
Skyscraper
Traffic
Combination
Baby Lite-a-Line
Cavalcade

TICKET GAMES

Quick Silver
Tickette
Whirlpool
Stoner's Ticket

COUNTER GAMES

Hold and Draw
Horse Shoes

WE TAKE TRADES!

A tremendous export outlet makes it possible for us to use any game at good prices.

Advance Automatic Sales Co.

"We Cover the Coast"

LOS ANGELES
1150 W. Washington Blvd.

SAN FRANCISCO
1021-23 Golden Gate Ave.

SEATTLE
3126 Elliott Ave.

SOME of the cigarette machine operators are getting jittery over the two-cent stamp tax proposed for each pack of smokes sold in California. Cheer up, fellows. The act, if passed, hath compensations. If you can't lick the law, you can at least lick the stamps.

Read the Review

A love feast (verbal) was held March 28 in the Westmoreland street office of E. C. McNeil, president of the C. C. V. M. O. A., which is short for California Cigarette Vending Machine Operators Association, in case you're interested. The "motif" was the proffered resignation of one of the members, who was haunted with the hallucination that the gang was sore at him. It was the best attended meeting in many months as the boys expected to get a little dirt in their ears. However, the "roasting" turned into "toasting," the member found out what a good guy he is, how high he stands with the association, and the resignation was unanimously rejected. (It's hard to get into the association but a darned sight harder to get out.)

Read the Review

Al Weymouth, that jovial "op" who lives atop the crags of Laurel Canyon, was wheeling down the ravine the other night when his car caught up with an obstruction. Driver of the other car, colored, said he stuck out his hand to signal a left turn. However, the night was dark, so was the scenery, and the arm, if any, didn't register optically. Weymouth sustained a wrenched knee which gives him considerable trouble on Sunday mornings.

Read the Review

The booby prize for the month goes to that sap amateur who got himself a job the other day as location solicitor for one of my "friendly competitors," then went around to my locations with the information my machines were supposed to give matches free with each pack. Maybe he doesn't know that the outfit he works for never has given free matches and always has frowned upon the practice. Just another dumb one added to an overcrowded list.

Read the Review

Last month my favorite song was "Two Cigarettes in the Dark." This month my choice is "Smoke Gets In Your Eyes." (Anything to boost the business, you know.)

Read the Review

A. B. Macdonnel, manager of Rowe Service Co., was hailed by a stranger on the street the other day. "Pardon me," he said, "are you related to Milton Sills, the actor? You look exactly like him." Mac had never seen Sills in pictures so now he's looking for a photograph to see whether he should have kissed the fellow or kicked him.

Read the Review

Past President Ed Steur is again working his vending route after a week's tussle with the flu. He was stricken while on territory and lost consciousness before reaching his home on West 99th street. During his illness his route was handled by the best service man in Los Angeles. My over-powering modesty prevents me from mentioning his name.

Read the Review

The Rowe Quartette is progressing nicely with rehearsals. A. B. Macdonnel sings tenor, Pete Johnson baritone, H. W. Skelton bass and Ken Currier, undetermined. Their repertoire (yes, all good quartettes have repertoires) is being arranged by "Peedie." William Rowe wants the boys to sing "Sweet Rowe-sie O'Grady" as the theme song. Horace Skelton, famed as the holder of the mythical umbrella under which small operators huddle, insists they use "It Ain't Gonna Rain No More." And the good-looking office girl, Madelyn Pobanz, has suggested that old bar-room favorite, "Sweet Mad-o-line."

Read the Review

The March meeting of the cigarette machine men was held at a cafe in downtown Los Angeles. A nice meal was served, topped with steaks from the drought area. The menu described them as "pounded" steaks. Mine should have been "booted" right out the back door. Such action would have saved me a strenuous half hour of dueling with a dull knife.

●

Music Operator Now Sporting New Sedan

FRESNO—J. C. Dorser of the Dorser Music Company, operating Wurlitzer Simplex phonographs throughout the San Joaquin Valley, has just purchased a new Chrysler Airflow sedan, on which he has installed a unique rack specially adapted for transporting the many new machines he places on location.

In Tune with the Times
COMBINATION
by HARRY WILLIAMS

Paul Gerber Returns Without Any Sunburn

LOS ANGELES—Paul Gerber, genial partner in the Gerber & Glass Distributing Company of Chicago, left by train March 29th for his old stamping ground after a fruitless effort to get tanned up during a winter vacation in "sunny" Southern California.

Paul came out with the Chicago Cubs and even spent a week at their training camp on Catalina Island. He reports he loafed on the beach there for a week to pick up some sunburn and nearly froze to death. Was royally treated by the Pacific Coast boys and agreed their liquid life preserver built up his constitution.

●

Bally Is Producing Improved Dice Game

CHICAGO—Ray Moloney, president of Bally Manufacturing Company, announces that his firm is again in full production on Natural, after making a number of improvements in the mechanism of the popular counter model dice game.

"When we first placed Natural on the market," Ray stated, "it quickly captured a leading position as a fast seller and faster money-maker in the counter machine class. In fact, it was because of the popularity of the machine that I instructed our engineer to study the machine with a view to further mechanical refinements. And, believe me, they did a wonderful job in developing the New Improved Natural."

Ray also emphasized the fact that Natural is furnished with interchangeable equipment for three separate and distinct games in one machine.

FOLDING CAMERAS

70c each

Just the Item for Claw Machine and Pin Game Prizes.

No. CR435—The sensation of the year. Real vest pocket size or purse size. It measures 2x3⅝x⅞ ins. and weighs but five ounces. Takes pictures at considerably lower cost, utilizes the nationally distributed Univex No. 00 roll film. Takes six 1⅛x1½-in. pictures on roll. Airflow shape cast aluminum case crystaline finished in five modern colors, pastel blue, pastel green, gray, brown and black. Automatic extension type self opening. Bellows are of durable material. Sharp focus hand polished lens. Shutter is the reliable double acting type with stops for instantaneous and time-exposure. Each camera in a modernistic box. 12 cameras assorted colors to the carton. Order a dozen and be sure of ample supply.

No. CR436—Univex Roll Film for folding cameras above. 6 exposure to the roll. Per dozen rolls, **85c.** Catalog 351 on request.

JOSEPH HAGN COMPANY
DISTRIBUTORS
225 MADISON ST. CHICAGO

NAME and NUMBER PLATES
"IDENTIFY YOUR MACHINES"

Polished brass or aluminum plates with your name and address, consecutively numbered, black enamel filled, overall size ¾" x 2½". Can have any lettering or numbering on plate within reason.

50	@	7c each
Total		$ 3.50
100	@	5c each
Total		$ 5.00
250	@	4c each
Total		$10.00
500	@	3½c each
Total		$17.50

W. W. WILCOX MFG. CO.
Established 1872
564 W. Randolph St., Chicago, Ill.

Write for Circular on BRASS TRADE CHECKS

Cigarette Ops Report Drop Of 80 Pct. in Use of Slugs

By SECRETARY PETE JOHNSON

LOS ANGELES—Appreciation of the cooperation of the police department was expressed by members of the California Cigarette Vending Machine Operators Association in reporting at their last meeting a drop of approximately 80 per cent in the use of slugs during the past 18 months.

The meeting, a dinner affair with a floor show entertainment program, was held March 13th at Boos Brothers' Cafe with about 25 members in attendance.

Each member gave a brief resume of the slug situation as affecting cigarette machines, and all agreed that efficient police co-operation helped them to limit the circulation of slugs.

J. B. Sullivan, who has had considerable police training, was voted an honorary membership in the association and after a complete study of the situation will take over the police work for the association.

Plans were discussed and put into execution to promote still more harmony among members. Due to the growth of the association and new problems arising, it was decided to draft a new set of by-laws. President E. C. McNeil appointed as a committee to do this work Arthur Weld, Charles Proffatt and Secretary Pete Johnson.

A. H. Weymouth, well-known cigarette operator, was so anxious to get to the meeting and floor show that he had the misfortune to have his new Chevrolet wrecked in a collision en route to the affair. Weymouth suffered a twisted knee and bruised wrist but was otherwise undamaged, while the front half of his car was wrecked.

The next meeting will be held Wednesday evening, April 10th, at the Rowe Service Co. office, 1340 South Flower street.

●

Honolulu Police Now Observe Skill Ruling

HONOLULU—Ruling by a district court judge that pinball is a game of skill has resulted in the elimination of police interference with the operation of the popular games.

Prizes of cigarettes and merchandise are being offered to the winners of the weekly high score contests.

●

Third Victory Hailed

MILWAUKEE—For the third time in recent weeks, a jury here returned a verdict favorable to the operation of pin tables in acquitting Joseph Hoffman of a charge of keeping a gambling device. The jury heard evidence that skill and coordination are factors in successful playing of the game and ruled accordingly.

Minn. Ruling OKs Free Play

MINNEAPOLIS—Pay-off in chips good only for free games is permissible and does not make pinball gambling, according to a ruling by Municipal Judge Paul S. Carroll in finding Elliott G. Smith, cafe proprietor, not guilty of a charge of maintaining a gambling device.

The case followed one in which Municipal Judge White ruled against pay-off in chips because they were redeemable for hamburgers.

Work of the Minnesota Skill Game Operators' Association was credited with aiding in the victory in the Smith case, and operators were cheered over the result, which will affect operating conditions all over the state.

●

High License Bill Is Signed in So. Dakota

PIERRE, S. D.—To provide funds for mothers' pensions, a license bill has been signed here by Governor Berry which places a high tax on mechanical vending and amusement devices. Another was signed strengthening laws prohibiting slot machines.

Exempted from control of the first bill are pay telephones, gas and electric light meters, pay toilets, scales, postage stamp machines and drinking cup venders, but pinball games and candy and gum venders will be effected when the bill becomes law July 1.

Operators, Attention!

Write Us for Complete Price List on New and Used Machines

Operators, Attention!

New Winners

CRAZY LANE
CASTLE-LITE
RADIO STATION
SCORE-A-LITE

BARREL ROLL
REBOUND
TRIANGLE

TURN TABLE
TIME
CRISS-CROSS
COMBINATION

We Will Rebuild Your Obsolete Games Into Money-Makers at Nominal Prices

EMPIRE AMUSEMENT CO.

EXposition 7811 1221 Venice Blvd. Los Angeles, Calif.

New Orchestrope Features Variable Play Combination

FORT WAYNE, Ind.—Variable play combinations in which a variety of coins may be used to determine the numbers of records to be played is a feature of the new model Capehart Orchestrope, automatic phonograph manufactured here by the Capehart Corporation.

This feature is standard equipment on the A-1 model Orchestrope and enables the customer to deposit a quarter for six selections where he might be content with one or two records if it were not for the "bargain rate" made possible by this modern music merchandiser.

The operator controls the coin combinations by a quick adjustment which permits the phonograph to be operated for a nominal charge during the week and at a higher rate on week-ends when the demand for music is greater.

Multi-selective device enabling the customer to choose a number of records to be played consecutively is another advantage offered in the Capehart Orchestrope.

The Capehart Corporation is making plans for an extensive campaign to enable operators to furnish the Orchestrope to new locations which are opening up throughout the Pacific Coast.

●

Sailors Get a Raise?

F. E. Morgan, of Oakland, California, who operates cigarette machines and Wurlitzer Simplex phonographs in Vallejo, says from his "intake" in Vallejo the sailors must have had a raise.

●

Visalia Op Busy

LOS ANGELES—One of the aggressive operators who has been visiting here in recent weeks is that popular fellow, Arthur C. Woodward of Visalia.

Oh! Boy...!

A New Game for Your Old Table

19″ x 39″	$ 6.00
20″ x 44″	8.00
22″ x 48″	10.00
22″ x 60″	12.00

INCLUDES NEW MARBLES
INSTALL IT YOURSELF

●

50% CASH WITH ORDER
BE SURE TO GIVE INSIDE DIMENSIONS

●

I. X. L. NOVELTY CO.
6300 South Hoover St.
Los Angeles, Calif.

TEXAS RANGERS

In his column in the Los Angeles News E. V. Durling sez "And what is that romantic body of he-men known as the Texas Rangers doing these days? Why, riding around Texas cities in automobiles raiding marble games. I was going to use the expression 'O Tempora! O Mores!' but Cronin wants it for tomorrow to work in a story about the days Vernon had a ball team and Happy Hogan was manager."

Los Angeles Operator Studies So. America

LOS ANGELES—G. M. Hicks, of the 20th Century Coin Machine Company here, is looking over the possibilities of operating coin machines in South America. If present plans go through he may soon be pioneering the industry in the southern continent.

●

Model Location

Frank Navarro, of Santa Monica, California, Wurlitzer Simplex operator, has a location in Pismo Beach which was selected as an outstanding location in California for the new Wurlitzer broadside, which comes out in May. Commercial photographers snapped this location picture March 28.

●

Op Building Home

W. J. Morrison, Redding, California, who operates slots along with musical instruments, is building a new home in Redding. Mr. Morrison has had many years' experience in coin machine operation and has recently taken on the Wurlitzer Simplex phonograph in that country.

●

A. B. T. AUTODART issues tickets serially in duplicate, player keeping his half for merchandising coupon. See it today at Paul Laymon's, 1503 W. Pico., Los Angeles.—Advt.

Coast Firm Plans 44-inch Pin Game

LOS ANGELES—Production of a 44-inch model of the new Starlite table game which attracted great interest at the recent Chicago show is to get under way within the next few weeks at the Inglewood plant of the Automatic Engineering Company, Inc., following an arrangement by the Pacific Coast firm with the Exhibit Supply Company of Chicago, which manufactures Starlite in the 38-inch model.

Automatic Engineering Company is a new firm recently organized here, with the large-size Starlite game as its first product.

Head of the company is C. R. Simpkins, well known figure in the coin machine manufacturing field for a number of years.

Complete announcement of production plans on the 44-inch Starlite by the coast firm will be made in the May issue of THE REVIEW.

●

Gensburgs Sail East En Route to Chicago

LOS ANGELES—Dave Gensburg, one of the heads of Genco, Inc., Chicago manufacturers of pin games, and Mrs. Gensburg sailed April 6 for New York by way of the Panama Canal, after enjoying their annual winter sojourn in Los Angeles.

They were to be met in New York by Mrs. Gensburg's sister, Mrs. H. Simon, who planned to fly from Chicago to meet the boat.

The Gensburgs' stay here was the occasion of much entertaining. On a recent trip to Agua Caliente, Mrs. Gensburg was the only one of the party who had good luck at the casino.

●

Earl & Koehler Jobbers

PORTLAND—The Earl & Koehler Mfg. Co is now operating a complete jobbing service in this city, and is handling a number of well known lines of merchandise. At the present time they are showing products of the Mills Novelty Co., J. H. Keeney & Co., and the A. B. T. Mfg. Co.

Firm was formerly in the manufacturing field but has discontinued manufacturing games.

Location tested and approved
COMBINATION
by HARRY WILLIAMS

We have been appointed Sales Representatives for

NORTHWESTERN VENDERS
Delivered from Stock in Long Beach

Used Pin Games

MAJOR LEAGUES JR. CONTACTS
SIGNALS

New Games

BARREL ROLL CRISS CROSS
SYNCHRO TRIANGLE

Long Beach Coin Machine Exchange
422 E. 4th Street Phone: 623-278
Long Beach, Calif.

Boomer Bill, the Ramblin' Op

Partly Pure Fiction

By ROLLO SKEGGS

The Story So Far:

Bill Andrews, cook in a New York eating house, spends his off hours in fascination over a marble game and in contacting the operator who serves his restaurant learns where he can buy some games. He purchases a few, takes them on the road, and some months later finds himself arriving in New Orleans, where he bumps into Rollo Skeggs, a young fellow from a nearby plantation who has just started to operate a string of gum and peanut venders. Bill and Rollo get acquainted at Harry's Bar, go up to the Arcady Club and there Bill meets Melia, song and dance girl friend of Rollo. Melia gets Jerry, the check girl, for Bill and the four of them proceed to Melia's cottage. Rollo gives Bill the key to his hotel room, and Rollo and Melia are left in the cottage as Bill and Jerry set out to look for the hotel. Now continue with the story:

CHAPTER II

THE warmth of the fire blazing merrily in front of us gave me a feeling of comfort such as I had known on only few occasions since departing from my plantation home to take up life in New Orleans. But it wasn't the warm glow of the flickering embers in the fireplace that made me feel at home in "our" cottage.

It was Melia. Her presence at my side on the chesterfield, her concern that I be completely at ease with her, caused me to lose any thought of the outside world and to drop into a momentary pipe dream. I hadn't noticed Melia pulling at my necktie, so absorbed was I for the minute in my fireside reflections, but soon I was aware of the girl toying with it in her hands as she leaned her dark head on my shoulder and gazed dreamily at the burning logs and made knots in the tie. As she pulled each one tight, the thought came over me that she was doing the very same thing with my heart strings. My tie was now knotted beyond the hope of further use, and soon this pretty Creole lass would be getting my heart tied up beyond the hope of being attracted to anyone else.

Suddenly Melia jumped to her feet and was gone into another room, leaving me to muse ruefully at the remnants of my tie.

"Here, a little surprise for you," said Melia, reappearing in a moment and dashing out of sight again just as quickly. Piled on my lap were a pair of soft slippers and an easy-fitting smoking jacket. So that's what Melia had been doing with the ten-spots I had given her! Slipping off my heavy shoes and hanging my coat and vest in the closet, I donned the slippers and jacket and felt like a million dollars as I returned to the chesterfield and sunk deeply into the soft cushions. I couldn't ask for more if I were a king, I was thinking, when . . .

The queen herself entered! Shyly, slowly, in perfect contrast to the gay and daring Melia who appeased the thrill-hungry night crowds at the Arcady with her alluring displays, Melia opened the door and made her way across the room toward me. Melia, the girl I had gone to for a welcome to New Orleans, a bit of entertainment when time was heavy on my hands. And now Melia, the dream girl! The sheerest negligee draped over her perfectly moulded figure and her dark locks falling softly to her shoulders, Melia stood there the picture of modesty, trembling ever so little.

A quivering expression formed upon her lips as I arose and went toward her, stunned by her beauty as it impressed me now so much more forcefully than in the more glamorous setting of the Arcady. This wasn't entertainment Melia was offering me now; it was the most sincere gesture she knew. I stepped toward her haltingly. Near enough now, almost, to sense the rapid beat of her heart. I stopped dead in my tracks, nearly overcome with the intensity of the feeling that was surging within me. I stood there and searched her eye for thoughts they might reveal; I admired openly the wondrous texture of her ivory-white skin, and gazed unashamed at the outline of the most beautiful pair of firm little breasts in all the world as they swelled and heaved beneath their filmy covering while Melia maintained a calmness that belied the tumult within her.

Melia was swept off her feet as I lifted her lightly and crushed her to me. Why try to resist such charms as these? I showered her with caresses until she tingled with utter joy. We found the chesterfield amid a swoon of ecstacy and were lost again in an embrace that may have lasted hours for all I know. The negligee fell from one shoulder, exposing to my view alone one of those perfectly formed breasts which Melia herself knew were the secret of her marvelous power of attraction. Unabashed, the girl thrust her tender body toward me and just then the telephone rang! So all-possessed was I that it continued to ring unnoticed, but it was so persistently noisy that finally I gave up.

"Hello," I barked. "Bill—say, who in hell is Bill? And why the phone call at this hour?"

"Bill Andrews, you lug," came the voice over the wire. "Shay, you'n th' babe mush be gettin' on shwell, boy ol' boy! Me 'n' Jerry's found a lil beer joint, but damned if we cun fine 'at hotel! Where'n hell didja shay it wash?"

"Oh, you're drunk, huh?" I shouted into the telephone, peeved not a little at the untimely interruption. "Just ask anybody for the Star," I bellowed and slammed down the receiver.

If Melia had paid any attention to the phone call, she didn't show it as I returned.

"You didn't say anything about my new negligee," she admonished me as I paused on my way back to turn out the lights.

"Melia, you're ravishing. You're so beautiful I didn't even notice what you're wearing," I answered, cutting off her reply with another well placed kiss.

The logs in the fireplace had burned quite low, leaving a bed of coals that cast a dim light over the tempting curves of the girl at my side. There wasn't a murmur from her as the negligee fell open at my touch, revealing her trim body in a way that was much more delightful than in her wild dances at the Arcady. This was the real Melia. She came to me in all her soft

(*Continued on next page*)

"You mean we get half of what it takes in? That's different, I suppose," the manager told Bill.

BOOMER BILL

(*Continued from preceding page*)

glory, and we were gone from earthly cares. . . .

Daylight was beginning to filter in at the edges of the drawn blinds and the fire had died down as I lifted the girl from the chesterfield, caught up the forgotten negligee in one hand, and kicked open the door into the bedroom. Belated slumber held sway.

* * *

"Bill, yer one right guy." It was Jerry, looking at the happy-go-lucky fellow and expressing her apprecation in the most effective way she knew. Few of the many guests of the Arcady had ever paid any attention to Jerry, other than to make a stab at a kiss or pat some curvacious part of her as an extra privilege they believed their occasional tips warranted.

Bill, even more jovial than his usual jolly self as the result of his thorough soaking in the night spots, didn't exactly catch what she was saying but from her tone he dimly recognized words of friendship. He slammed the door behind them and once more they were headed for the Star Hotel, wherever that might be.

It happened to be two blocks away in the direction they were headed, and the big clock above the desk showed ten minutes to six as the girl led the happy ex-cook through the lobby. Sure enough, as Rollo had told them, the night clerk would be curled up in the big chair in front of the safe, lost to the world in sleep just ten minutes before he was to go off duty. Jerry muffled Bill's attempt to sing out "Rise 'n shine" at the clerk as they went by, and she located the room key in Bill's overcoat pocket as they stumbled up the narrow stairway toward the door of 207.

"Sh! Sh!" Bill was gasping, like a locomotive letting off steam. Once inside the room, Jerry went over to open a window and gazed for a moment at the streaks of early morning sunlight coming over the nearby roofs. Bill, completely done in by the all-night round, piled himself onto the bed, clothes and all, and was out like a light.

"Nice way to treat a girl, I must say," Jerry muttered to herself, regarding the slumbering form of her escort heaped face down on the bed. She yanked off Bill's overcoat, jacket and shoes, folded a couple of covers over him, and got some satisfaction out of seeing the remnants of a smile fastened onto his otherwise expressionless face.

Then she heaved a brief sigh, threw her hat and coat on top of the dresser, and went back to the open window. The sun was beginning to warm up that corner of the room; she loosened a few snaps here and there for comfort, remembered she hadn't worn a brassiere, and stretched her tired body for one more deep breath of fresh morning air before curling up in a spacious armchair to get some sleep.

* * *

It must have been eleven o'clock when whiffs of frying bacon and the sound of pans on the stove awakened me. I saw Melia's pillow across the bed, and my clothes folded neatly on a chair, but the girl was nowhere to be seen. Suddenly the door opened, and in poked a neatly combed mass of curly black hair which bobbed up to reveal the fresh, smiling face of Melia.

"Up, now," she greeted me. "You've been sleeping for hours, and aren't you awfully hungry?"

"Good morning," I obliged, raising myself up on my elbows as she swished across the room in a pair of shimmering silk lounging pajamas and sat down on the edge of the bed. She crinkled her fingers through my touseled hair and planted a dainty kiss on my forehead, jumping up and away toward the kitchen as I made a vain effort to hold her still for a more satisfactory hello kiss.

I got a hurried yawn out of my system, decided I could get by for a few hours without a shave, and jumped into my clothes ready for a quick wash and then to devour the tasty breakfast of bacon and eggs, hot buttered toast and steaming coffee that Melia had waiting for me. She effected a stern look across the table at me as I wedged into the bench seat of the breakfast nook.

"You were naughty," she reproved me gently. "You put me to bed starko."

"Couldn't help myself, girlie," I shot back defensively. "You were such a pretty picture I didn't dare to spoil it."

Her pleasing little chuckle softened the rebuke, and we lit into the crunchy toast with a vengeance. After finishing the meal and exchanging dreamy glances over the coffee, we arose and I gave her a tender spank where it would do the most good in sending her out of the kitchen while I rinsed the breakfast dishes and wiped them clean on a towel.

She was dressed to go when I had finished the dishes, so we stepped out into the glorious sunshine and were on our way to the Star.

Borrowing the clerk's key at the desk, I led the way up the stairs and as I had expected received no response to my poundings on the door of 207. Unlocking it, we entered the room and laughed at the sight.

"So this is love!" I observed. Bill was pounding his ear, not having budged an inch since sprawling there seven hours earlier. Jerry was sound asleep in the armchair, one foot resting on the window sill. She stirred slightly at the sound of our voices and focused a pair of heavy eyes on us.

"Whatta pal over there," Jerry yawned, jerking a contemptuous thumb in Bill's direction and half apologizing for the obvious innocence of her presence in the room. "Took us too long to find the place, that's all," she explained.

"Shake it off and let's be going, Jerry," said Melia. "I've got some shopping to do."

Jerry responded with a heavy "Okeh" and soon was ready to depart. I was still shaking Bill out of his slumber when the girls took leave.

"We'll be seeing you soon, I hope," Melia called back with a smile. I was too busy restoring Bill to life to say more than a hasty "Goodbye" to Melia as the door closed behind them, but I knew she would understand.

"Boy, ol' boy," were Bill's first words. Then he recognized me and cast a forlorn look around the room for Jerry as it began to dawn on him that she was gone. "Doggone, I was gypped," he moaned. "My own fault, I guess, for going to sleep on the job. But she's a swell gal, that Jerry, I s'pose."

"Come on and stir your stumps," I joshed him. "That suit looks like it's been slept in before, so it doesn't matter. We've got things to do."

Bill got up onto a pair of unsteady legs but was so used to "taking it" that a couple of splashes in the wash basin and a comb through his hair served to restore his normal appearance. He downed an omelet and two cups of coffee at the grill, and we were off to the docks.

On the way I stopped in at the peanut jobber's and got the loan of fifteen bucks against Bill's shipments of machines from up the river. As I look back on it now, I guess the fifteen bucks was what set up Bill and me as partners. Anyway, it gave us a couple of dollars over Bill's freight bill and the drayage charge for hauling the stuff down to the little storeroom back of the hotel which served as my headquarters.

It took us the rest of the afternoon to uncrate the games and get them ready for use. We had to do some tinkering with the mechanism here and there, attach legs and set up stands where needed, and Bill had to buy a couple of glass tops to replace some which had been broken in transit. By early evening we had the whole batch in working order and knocked off to eat.

We were early arrivals in the grill, and Bill's experience as a cook told him that the meal wouldn't be ready for half an hour. Besides, he was quick to notice a couple of drummers passing time talking to the desk clerk through the lobby door for want of something else to do. In a flash Bill was gone, without explanation. I turned to the evening newspaper while the waitress set the silver and things at our places.

I heard a few familiar grunts behind me a moment later and looked around to see Bill struggling through the door with a marble game. I had never paid much attention to the contraption and wondered what Bill was up to now.

"Just an idea," he said. "Let's see how it works here."

He started things off with a nickel and then I took my turn to see if I could beat his score. The drummers had come into the grill room and looked on at the proceedings with interest. In fact, they practically took possession of the machine and were still playing when the girl motioned that our dinner was ready. All through the meal we were conscious that the machine was creating quite a stir in the place and was idle scarcely a minute.

"Well, I'll be!" I exclaimed. "You hit on a bright one that time, Bill."

"Like that everywhere I put 'em up," Bill replied. "Nothin' to it, but wait'll the manager raises a howl."

Our supper over, we sauntered up to the cashier's cage to pay our checks and she had a difficult time getting us the right change.

"Sorry, boys, we're out of nickels," she explained. "That game is taking all the small change in the house. I'll have to send out for some more."

"Jest a minute, lady; I'll fix it for you," Bill cut in. Then he waited until most of the people had gone out and fitted his key to the cash box lock.

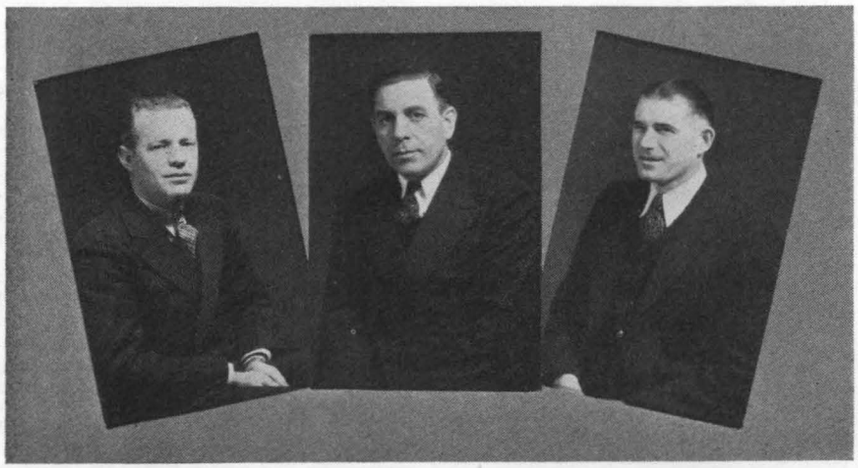
The manager came up, asking the cashier whose machine was that and what was it doing there and a million other things. Spying Bill and the handful of nickels he had just taken out, the manager turned to him with a blunt:

"That thing yours? Get it out of here! Right now, I say."

That infectious grin of Bill's spread over his face and had the immediate effect of disarming the stormy manager. "Here,

(*Continued on page* 70)

PERSONALITIES *of the month*



All-around experience in automatic amusement is a factor in the success of these popular fellows, owners of the California Games Company of Los Angeles. Left to right: Joe Orcutt, Harry Stearns and Tom Wall.

SUCCESS is not due to luck but to sound experience, in the coin machine industry as well as in any other field, it is indicated by the shining example of our subject for this month's "Personalities," the California Games Company, developers of Rebound and a new game, Crazy Lane.

The firm background of California Games which has enabled them to produce games that stand up on location is the result of their wide knowledge of all the angles of the coin machine business. The three partners started business as operators in 1929 and shortly afterward began to make a few games for their own use. As a result of the popularity of these games, the firm was literally forced into the manufacturing field by many requests from other operators to build games for them. But that's getting ahead of our stury.

Harry Stearns, one of the "Big 3," in whose garage their first games were built, has been closely allied with the amusement field and construction for many years. Harry was one of the largest contractors of miniature golf courses on the Pacific Coast and previously had built many of the largest apartment houses in Los Angeles.

When Joe Orcutt and Tom Wall joined Harry back in 1929, they had a large number of iron claw machines on location and also had great success with All-American baseball, a wall cabinet game. Their operating activities extended, and they built about 500 games for their own use.

In 1931 they organized the California Games Company to manufacture games, and in December of that year they introduced the first pin game made on the Pacific Coast. It was called Skiluck.

It was 1934 before the company started building games for general sale, and their first product was Marble Parade. From the very start the firm has constructed all parts for its own games with the exception of coin chutes.

Expansion of the firm's activities has caused a steady increase in personnel and equipment, with the result that a special department for testing new game ideas has been developed. Douglas R. Wiser, technical expert in charge of this department, devotes his entire efforts to analyzing all the firm's new game models and to studying their possibilities as winners.

Coincident with this personality sketch on California Games Company is the firm's announcement of its removal to new and larger quarters at 16th and Flower Streets in Los Angeles, a timely illustration of progress in the firm's history.

5¢ HOT SHOTS 5¢
No. 0250 Rec. $1.00
No. 1250 Rec. $1.00
No. 0750 Rec. $1.00
No. 1750 Rec. $1.00
No. 0500 RECEIVES $5.00
No. 1000 RECEIVES $5.00
No. 1500 RECEIVES $5.00
NUMBERS 0200 0400 0600 0800 1200 1400 1600 1800
RECEIVE 50¢
OVER 50 WINNERS
ANY NUMBER ENDING IN "25" "75" RECEIVES 25¢

10 BOARD SERIES

Take-in	$100.00
Payout	33.00
Profit	$ 67.00

PRICE $7.05 LIST
Add 10% U.S. Tax

Write us for sample fronts of all our new 5-board and 10-board series.
FAST PLAY . . . FAST PROFITS

GARDNER & COMPANY
2309 Archer Ave., Chicago, Illinois
44 N. 4th Street, Philadelphia, Pa.
24 W. Connecticut St., Seattle, Wash.
417 Market St., San Francisco, Calif.

Mohr Bros. May Open in London

LOS ANGELES—Considerable interest was created in coin machine circles here by the announcement of Mohr Brothers, prominent jobbers, that they are studying the possibilities of opening a foreign branch in London, England.

The announcement was a result of a visit from J. R. Hyman, a friend of the Mohr firm of long standing, who was recently visiting on the Pacific Coast. Before sailing April 3 for London, Mr. Hyman told THE REVIEW that there is a large market for used games in England and he realizes the Pacific Coast has the largest assortment of the most popular games.

"Sportlands are doing a very good business in England," Mr. Hyman declared. "The British people are very enthusiastic over American marble games, and diggers also are enjoying wide popularity there."

Mohr Brothers have recently opened clubrooms at their jobbing headquarters here for the accommodation of operators during their leisure hours, and all ops are invited to avail themselves of this novel entertainment feature.

●

Pool Table Fees For Pin Games?

PITTSBURGH, Pa.—Operators here and throughout Pennsylvania are alarmed over a report, said to come from good authority, that the state is to enforce the pool table tax on pin games. The tax on pool tables is $21.75 for the first and $11.75 for each additional table, which would be an excessive burden for the pin game operators to carry, according to B. D. Lazar of the B. D. Lazar Company here.

Operators are considering a concerted move to secure passage of proper legislation governing pin games while the state legislature is now in session.

●

Head of Allied Completes Tour

LOS ANGELES—R. S. Diller, head of the Allied Amusement Company, has just returned to Los Angeles from a circle trip covering every key city of the United States lining up jobber distribution on Barrel Roll.

Mr. Diller attended the Chicago show and then went on to New York and down through the South on his return to the coast.

Commenting on the reception given Barrel Roll, he stated he was highly pleased with the interest shown in the new game and booked several large orders.

At the present rate of production the factory here will soon pass the 3000 mark, with the assembly lines moving steadily under the efforts of Allied's full shift in the mechanical department.

As a result of Mr. Diller's tour, jobbers all over the United States are now able to supply the operator demand for Barrel Roll, the pin table that combines the appeal of marble games with the original principle of skill-controlled rotating reels.

◆ Modern Merchandising ◆

Councilman Baker Assures Aid to Vendor Operators

By RALPH R. WESTFALL, Secretary

LOS ANGELES—"Faced with stubborn failure to make our tax problems understood and to differentiate our operations from those of amusement games, we at least found one who tendered sympathy and that was Councilman George Baker."

Thus did Arthur W. Kennedy, attorney for the Western Vending Machine Operators Association, introduce Mr. Baker to the members of that association gathering for their regular monthly meeting March 11th at the Rathskellar, 248 S. Hill Street. It was Councilman Baker who was called to consider the operators' license difficulties by Mayor Shaw when called upon by the association's tax committee, Attorney Kennedy related, and it was he who advocated the operators be treated as merchants and come under the same tax ordinance as other retailers.

Mr. Baker, having honored the association members with his presence, replied that his stand as regarding vending machine operators was the same as that adopted to look for some relief for the tax-ridden small business man and seek out methods of taxing larger interests their just share of the burden of running the great corporation of the City of Los Angeles, to force such interests to pay in proportion to the benefits they enjoy in greater police protection, fire protection and others in the general overhead of city government. He stated that through his initiative, retailers are now taxed according to their business turnover, the small retailer paying slightly less and the larger retailer paying much more and that vending machine operators, because they dispensed goods automatically would be taxed in the same manner and not, as was at first planned by uninformed budgeteers, $3.00 per year per machine. Appreciation of the councilman's attitude was expressed by members and resolutions were in order to urge his selection at the forthcoming city elections.

The gathering was in the usual form followed lately by the association in that dinner was served free by the Rathsckellar caterers. A floor show arranged by entertainment committeemen, Hilliard, Scott and Wise, relaxed the serious bent of the meeting when Tiny Miller and Rosita "Argentine" furnished brisk song and dance to the musical accompaniment of Marge Baker. Tiny Miller, demure and petite, did nicely with Isle of Caprice and could do her part at the hula-hula, but it took Rosita in flashing red and nimble pulchritude under the inspiring supervision of Sid Bloom to bring several older members responsively to the stage to join the dance.

Long Beach operators, represented by Steve Brody, expressed appreciation of President Lew Bueter's and the association's efforts in their behalf before the Long Beach City Council and explained that the tax in Long Beach was now $1.00 per year per machine with an additional charge of 10 cents each for stickers which must be placed on machines by all operators. Confidence was expressed that the City of Compton, now having been informed of operators' tax limitations, would consider a more equitable tax than that recently instituted by the city's administration and in keeping with the fair attitude being adopted by other communities.

The growing menace of increased sales tax was again lively food for discussion, Secretary Westfall explaining that while in San Francisco on a recent trip, he had interviewed several merchandise machine operators and found them sympathetic with this organization's stand, viz: that some more equitable state tax than sales tax must take the place of the general sales tax application to vendors because the vending machine, despite increasing overhead and taxation and cost of merchandise, must be confined to a set sales price which in most instances is one penny; even quantity, in the vast majority of cases, cannot be diminished. According to Westfall, much correspondence has been going to Sacramento and many members have contacted representatives with a view to amendments to the sales tax law as affecting coin-controlled vendors. Opinions were ventured that if the State would collect a blanket tax from each operator of, say, $10.00 per year, more actual tax money would be collected than under the present system. President Bueter urged all vending machine operators to seek out their representatives in the State Legislature and explain their problems.

H. H. Scott, treasurer, stated that several new members have joined this popular association and urged that all men in the vending machine business avail themselves of the opportunity to express their appreciation of the benefits they are enjoying as a result of the association's work by joining immediately and lending their cooperation to a movement for common good.

President Bueter brought up for discussion the possibility of group protection for members from damage because of accidents attributed to vending machines or the products handled therein through the medium of public liability insurance and, after considerable favorable acceptance of the idea, the matter was continued to the next meeting, the second Monday in April at which full attendance by members and friends was urged.

Press Publicity Helps Industry

CHICAGO—The coin machine industry was given considerable publicity in daily newspapers throughout the United States in connection with the recent convention here. The following story was one of several released by the publicity department of the Sherman Hotel:

"Business recovery is here as far as the coin-machine industry is concerned, according to officials of the National Association of Coin-Operated Machine Manufacturers, which will hold its annual convention and show at the Hotel Sherman February 18 to 21.

"A half-billion-dollar industry, the coin-operated machine business has increased output and sales each year during the depression. The 300,000 machines manufactured annually in the United States take in an estimated $500,000,000 annually from the public.

"In 1934 the volume of export business done by coin-machine manufacturers increased by 275 per cent over the previous year. Eighty per cent was credited to the British Isles, where machines are redistributed to English colonies all over the world.

"It has been estimated by officials that approximately 75,000 persons are directly employed annually by the industry, and many times this number find employment in the production of glass, cabinet work, glass and steel marbles, machinery and other products used in the machines.

"All types of new coin-operated machines will be displayed at the convention and show at the Hotel Sherman. One innovation will be a machine that features a heartbeat counting device which is attached to a scale. The customer upon depositing a coin may obtain a card showing his weight, height and pulse count."

●

5000-Play Phonograph Needle Is Developed

CHICAGO—A new discovery by Exhibit permits them to market a new phonograph needle that should prove of great value to operators of phonographs. This new needle has a point that is so hard it cannot be dulled even though it were used to cut glass. 5000 plays with one needle means that phonograph operators can obtain an income of 250 dollars from only one needle, and the tone quality of this new needle is perfect at all frequencies, say the manufacturers.

Bruno Radke, chief engineer of the Exhibit Supply Company, is the inventor and developer of this new needle, as well as the special process of producing it.

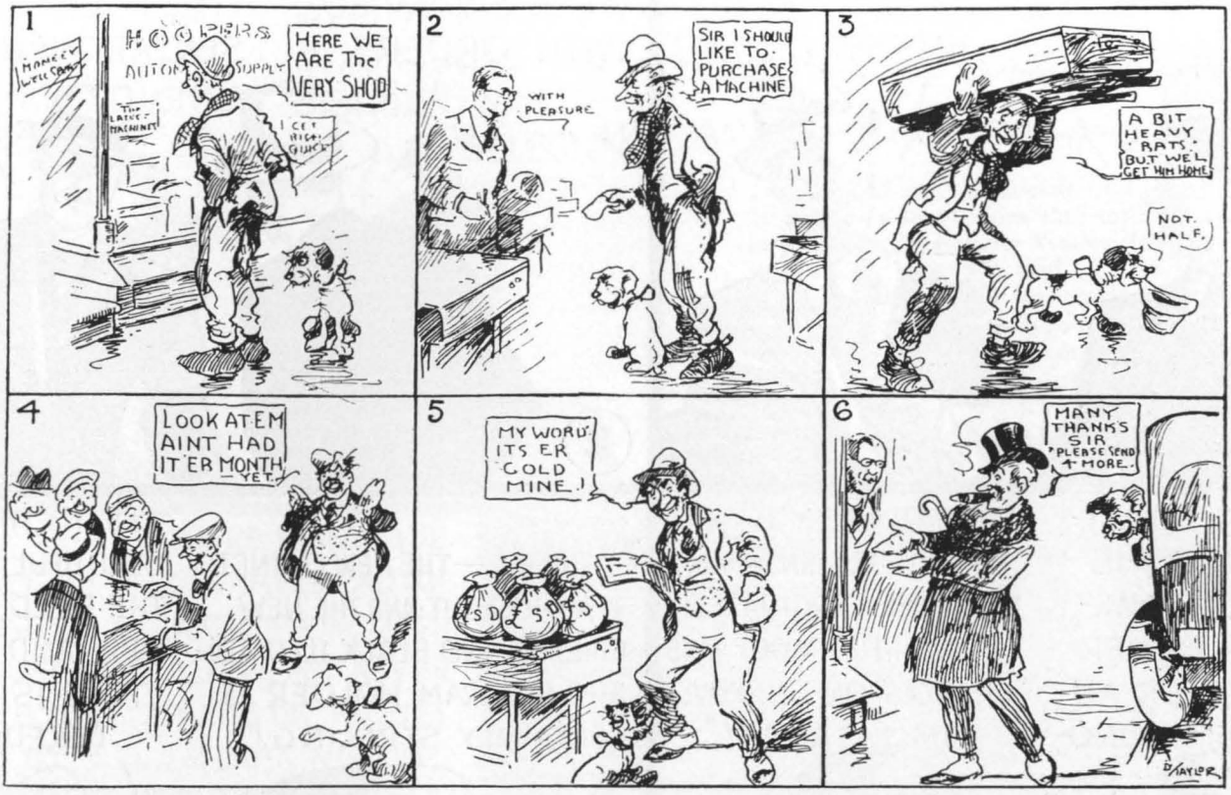
Music Device Manufacturers Form Division at Convention

CHICAGO—With the tremendous interest displayed in automatic music equipment at the recent coin machine show here, manufacturers of coin-operated phonographs and other musical devices are looking forward to another prosperous year for music operators. New models on display at the show resulted in a volume of sales that exceeded expectations, some of the firms reported.

As a direct outcome of the 1935 convention, the music manufacturers have decided to form a musical instrument division of the National Association of Coin-Operated Machine Manufacturers. Ed Johnson, sales manager of the J. P. Seeburg Corporation, was elected chairman of the division.

The new unit of the national association will function in the same manner as the skill games division, Johnson announced.

• Short Story in Success—British Version •



Here is a graphic illustration of successful pin game operating in England, a reproduction of a cartoon appearing in an advertising folder issued by Hooper's Automatic Machine Supply of Islington, London. Popularity of American games in Great Britain is described in an article in this issue of THE REVIEW.

Exhibit Produces New Lite-Up Game

CHICAGO—Castlelite, a new light-up game, was put into large production by Exhibit Supply Company last week. "Jobbers who have received their samples have flooded the factory with large quantity orders," said Perc Smith, general sales manager of Exhibit. "Castlelite is a new idea in light up games. It allows scores to be made with symbols or with regular numbers. The player can obtain a complete succession of rewards by hitting certain symbol combinations. Castlelite has 'last ball suspense' because the last ball shot may mean another winner."

●

End your correspondence to advertisers with "I saw your ad in THE REVIEW."

COIN MACHINE
TRUCKING
MY SPECIALTY
I do the trucking for most of the prominent jobbers and distributors in Los Angeles. My prices are right. Give me a call. Satisfaction assured.
H. B. SELLECK
Transfer Company
1481 W. Washington Blvd.
PRospect 7387
Los Angeles, Calif.

British Like U. S. Games Writes Former L. A. Man

LOS ANGELES — American pinball tables are being enjoyed on a large scale by British pleasure-lovers, according to an interesting letter received here by Paul W. Blackford, publisher of THE REVIEW, from H. A. Hooper, former Los Angeles resident who is now in London.

Mr. Hooper recently went to England to assist in the production of amusement devices by his father, W. H. Hooper, widely known electrical and mechanical engineer who is credited with turning out a number of successful devices as well as handling a number of leading American coin machine lines.

On leaving Los Angeles, H. A. Hooper stopped over at Chicago for the annual coin machine show there and later embarked on the S. S. Olympic from New York. At the Lincoln Hotel in New York the hotel manager inveigled from Mr. Hooper a copy of THE REVIEW and showed great interest in the publication.

Hooper took several new models from the show with him to London, where they are being received with enthusiasm by the British players. Although he intended to return shortly, Mr. Hooper writes that he will be detained in London for some time because of the pressure of business caused by orders which have been placed for a new game now being produced by his father's firm.

The new machine is a wall or counter model, samples of which have been on location for four months without encountering any mechanical difficulties. The only change necessary was to enlarge the cash boxes on the machines, according to a news item in one of the large British amusement publications.

Hooper writes that he believes the game would go over big in America, but that there are none available for export because orders now on hand are taxing the facilities of the Hooper plant. He indicated the firm was interested in selling the manufacturing rights for the United States.

●

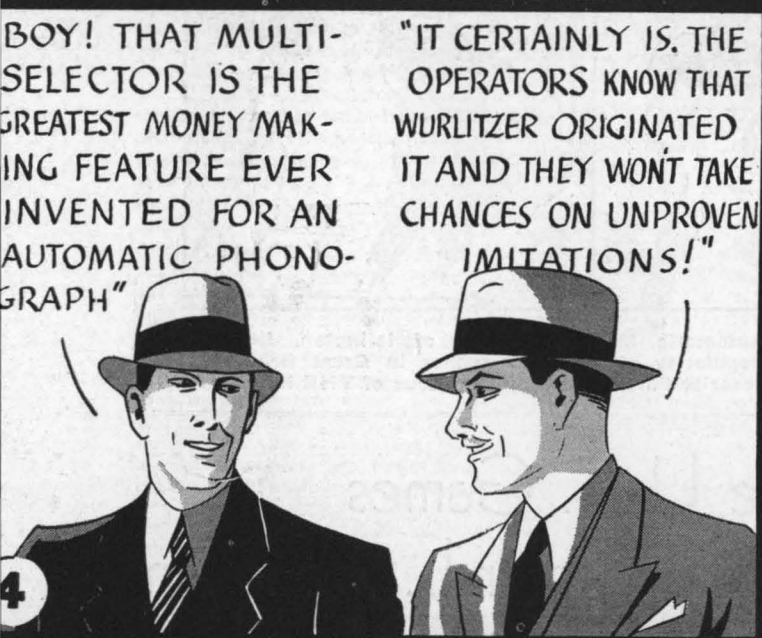
London Enforces Ban On All Bell Devices

LONDON—Beginning with the first of April, London police were rigidly enforcing a ban on all fruit bell machines. Earlier in the month there were approximately 800 of the machines in operation in clubs in the West End district.

The order does not apply to coin-operated skill games in arcades and other public amusement places.

SOLD EXCLUSIVELY

TWO OPERATORS TALK IT OVER...


BOY! THAT MULTI-SELECTOR IS THE GREATEST MONEY MAKING FEATURE EVER INVENTED FOR AN AUTOMATIC PHONOGRAPH"
"IT CERTAINLY IS. THE OPERATORS KNOW THAT WURLITZER ORIGINATED IT AND THEY WON'T TAKE CHANCES ON UNPROVEN IMITATIONS!"
4

"BESIDES — THE NEW CABINET IS A KNOCKOUT AND THE NEW CHROME AND BLACK ILLUMINATED PROGRAM HOLDER IS CERTAINLY STRIKING!"
"YES, IT'S THE MOST BEAUTIFUL JOB IN THE FIELD BY ALL ODDS AND THE TONE IS WONDERFUL!"
5

Famous Multi-Selector Swells Receipts

Take advantage of that first impulse for music. Get them when they are hot. Don't let them cool off. Take in several times as many nickels as operators of ordinary automatic phonographs.

You can do it with the Wurlitzer-Simplex Automatic Phonograph. Its famous Multi-Selector (illustrated at left) permits patrons to select from one to twelve records at one time . . . plays them in the order selected . . . repeats them if desired . . . handles a dollar in nickels and dimes . . . sells up to a full hour and a quarter of music at one time.

Write, wire or phone for one of the finest propositions in the Coin Machine field!

The RUDOLPH WURLITZER MANUFACTURING CO,.

WURLITZER-

TO OPERATORS !

"THEN TOO, I GUESS THE BOYS ALL LIKE WURLITZER'S POLICY OF SELLING EXCLUSIVELY TO OPERATORS"
"THAT'S RIGHT - AND THEY HAND IT TO WURLITZER FOR ORIGINATING THE SIMPLEX MULTI-SELECTOR"
3

The Wurlitzer-Simplex is America's Outstanding Automatic Phonograph BECAUSE . . .

1. . . . it plays 12 records . . .
2. . . . has the original and genuine Multi-Selector — *not an imitation* . . .
3. . . . is the only automatic phonograph with an illuminated dial . . .
4. . . . its illuminated program holder attracts the nickels . . .
5. . . . housed in a beautiful cabinet of modern design. Highlight walnut sides and top. V matched oriental and crotch mahogany veneer front. Chrome plated hardware. Size: 47″ high, 31″ wide, 20″ deep. Castor equipped. Dignified, impressive — easily moved.
6. . . . has a simple, time-proven record changer (take no chances on new and untried changers) . . .
7. . . . its wide range amplification system guarantees a pleasing tone . . .
8. . . . *and it is sold exclusively to operators.*

"YOU SAID IT! THE MUSIC IS RIGHT AND THE MULTI-SELECTOR SELLS IT BY THE HOUR."
"YOU'RE RIGHT! I'VE OPERATED AUTOMATIC PHONOGRAPHS BEFORE BUT NEVER MADE THE MONEY I'M MAKING ON WURLITZER-SIMPLEX!"
6

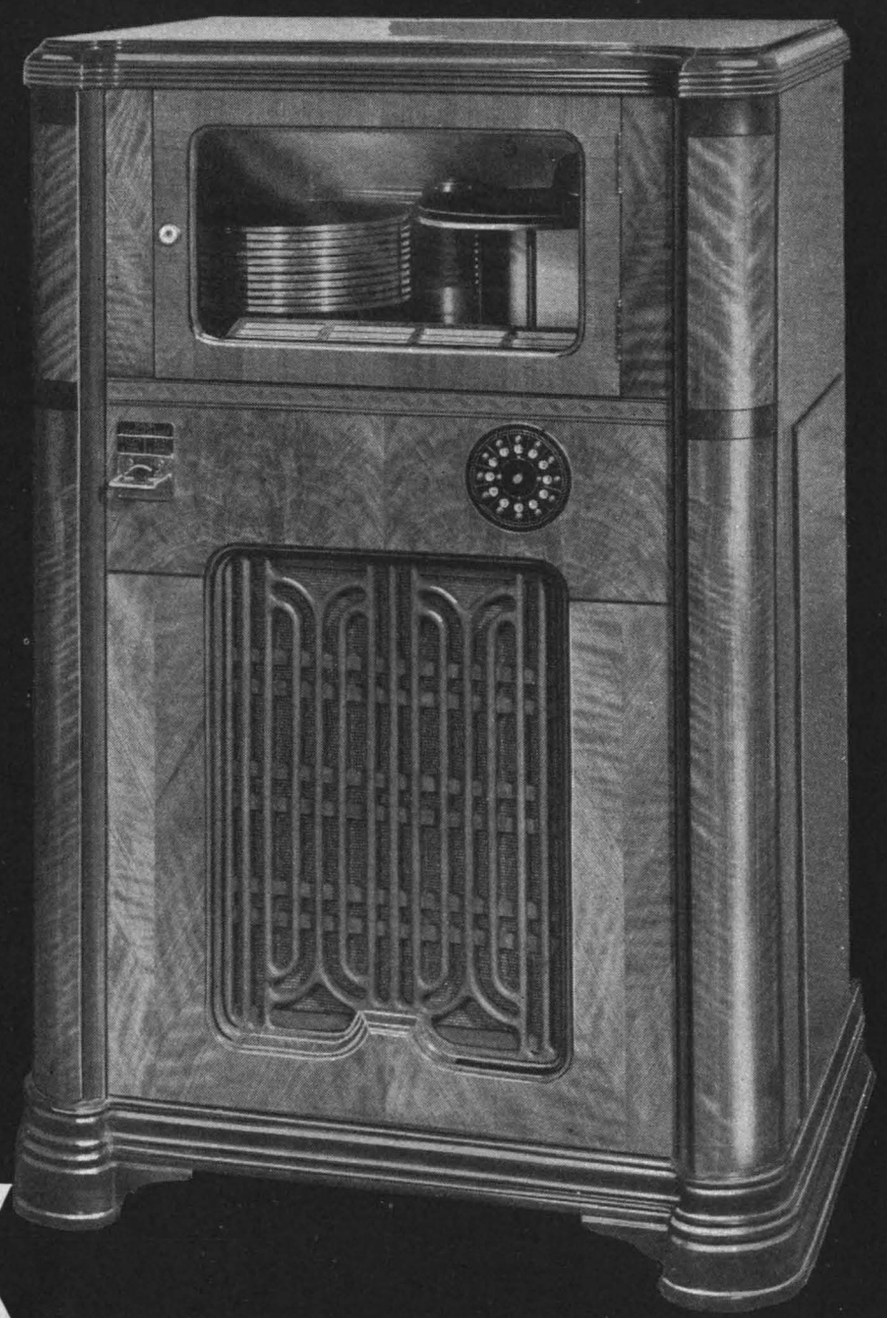
Effective Advertising Program

Helps Wurlitzer-Simplex Operators Get Best Locations

Big, smashing broadsides mailed at frequent intervals from Wurlitzer headquarters to a list of 100,000 of the hottest locations in America—telling the proprietors that they can get the use of a Wurlitzer-Simplex Coin-Operated Phonograph at no cost to them—pull thousands of replies per mailing.

These inquiries are turned over to Wurlitzer-Simplex Operators. They follow up — place the Wurlitzer-Simplex in the best locations in their territories.
Write, wire or phone today for details of this co-operative plan that's making profits for Wurlitzer-Simplex Operators.

NORTH TONAWANDA, N. Y.



SIMPLEX

PREMIUM MERCHANDISE
THAT DRAWS THE PLAY
FOR MACHINE OPERATORS

Mechanical Pencils	$0.35 doz.	Fountain Pens	$2.00 doz.
Cigarette Cases	.80 "	Lighter Pencil	1.20 "
Compacts	.80 "	Pocket Lighter	2.00 "
China Dice	.30 "	Cup Sets	1.50 "
Bill Folds	.80 "	Pocket Knives	2.00 "
Cigarette Holders	.80 "	Pipes	.95 "
Perfume	.80 "	Dog with Pencil	1.20 "
Perfume & Powder Set	.80 "	Fountain Pen Flashlight	1.30 "
Flashlights	.95 "	Pocket Watches	.77 ea.

WESTERN NOVELTY CO.
718 So. Los Angeles St. Los Angeles, Calif.
Write for List 711 Enumerating Largest Assortment of Merchandise for Machines

NACOMM Appoints Gibson To Assist Field Service

CHICAGO—Appointment of H. B. Gibson to cooperate with and assist state associations of operators, and groups of operators who wish to form an association where none now exists, has been announced by National Association of Coin-Operated Machine Manufacturers.

NACOMM believes that strong, well-managed state associations of operators have been and will continue to be a vital factor in the development of coin-machine operating as a profitable and satisfactory business. The appointment of Mr. Gibson is in accordance with the association policy adopted early in January, and announced in the committee meetings between operators and manufacturers at the recent convention.

Several state and local groups are organized and have been functioning successfully for some time, and the members of such associations have found these organizations to be of great value.

This field service to be conducted by NACOMM is in conjunction with the work of the Legal and Advisory Bureau of the association which has been established under the direction of C. L. Maltby. Mr. Maltby is an attorney and is devoting his full time to legal problems of the industry, particularly in cooperation with state associations of operators which are now organized and functioning.

Mr. Gibson, who will represent NACOMM in its field service, has had many years of experience as an operator and in organization activities and is particularly well-fitted for this work. Mr. Gibson attended the Cedar Rapids meeting of the Automatic Merchandise Association of Iowa on March 15, and in this connection Mr. Fred K. Chandler, secretary of the Iowa association, has just written to NACOMM.

"We appreciate very much having Mr. Gibson with us. If you can spare him for the Nebraska organization meeting, we will appreciate his cooperation. His vast experience, his advice and counsel, and his personality are sound, and he instills confidence in those whom he addresses. I have full confidence that the operators of Nebraska will also appreciate his help."

Mr. Chandler refers to the organization meeting called for Nebraska operators at Lincoln on March 29, which Mr. Gibson was to attend.

Trade Barometers Showing Let-Down

NEW YORK—Freight car-loadings, electric power production and steel ingot output, statistical barometers to the trend of trade, showed a slight decline during the week ending March 23.

Electric power production was up approximately 10 per cent over the 1928 level and somewhat above last year, while car-loadings dropped three per cent and steel was the same as a year ago and about 51 per cent of the 1928 output.

The combined average was up a notch over 1935 and 75 per cent of the 1928 level.

●

Liebermans Stay Over

LOS ANGELES—Mr. and Mrs. Bud Lieberman, thoroughly enjoying their vacation in Los Angeles and not missing Chicago in the least, are prolonging their stay here. Bud and some of the local boys got a big kick out of the wrestling matches the other night.

Coast Responds To Score-A-Lite

LOS ANGELES—The Pacific Coast territory is producing a high volume of sales on Score "A" Lite, one of the three new light-up games produced by Genco, Inc., according to Dave Gensburg, one of the heads of the firm who is out here on his annual visit to sunny Southern California.

Score "A" Lite, popular companion to Criss Cross "A" Lite and Klever "A" Lite, is drawing heavy play in locations all over the West because of its illuminated scoring register and because it can be played either on total score or a combination of lights.

The novel design of its playing field, with a two-way rebound spring that permits an extra ball race on the left side of the board operated by an extra plunger, attracts the new player and the fast action holds its interest, Gensburg explained.

The twin plunger is a new development introduced by Genco, who also pioneered the famous Lite-Up unit. The twin plunger gives the player extra action on out balls.

A special feature of Score "A" Lite is the fact that it may be played with four balls if desired, making a fast game with heavy volume of play per minute.

Score "A" Lite will be out soon with three coin chutes, for nickels. dimes and quarters, at a slight extra cost.

●

Bromberg Firm Offers Service

LOS ANGELES—Operators are invited to avail themselves of the service department and mechanical staff of the Irving Bromberg Company without cost, according to an announcement by Joseph Ziff, popular member of the Bromberg sales force.

The invitation is extended to all operators, regardless of where their equipment has been purchased, Ziff states. He adds, "They will always find a little cheer on the back counter."

Mr. Ziff's experience as an operator for many years qualifies him to advise operators from their own point of view.

United Superior Mint & Gum Co.
671 South Anderson St. ANgelus 9166 Los Angeles

Manufacturer of Quality Merchandise for the Vending Machine Trade

Quality Ball Gum in Six Colors. Delicious Flavor.

Stick Gum of Spearmint Flavor. A Delight to Chew.

Mints in Assorted Flavors. Pure and Truly Refreshing.

We cater to vending machine operators and welcome new operators to try our quality products.

Confectioners Now Organized To Retain Sales Stimulators

CHICAGO—Retention of the use of sales devices and automatic equipment and safeguarding the popular use of premiums are among the purposes of the United Confectioners' Association which was recently formed as a national organization here with headquarters at 105 West Adams Street.

Merchandising through coin-controlled machines has proven to be one of the leading outlets for the manufacturers of candy, mints and gum and other types of confection specialties, according to Peter F. Meyer, executive secretary of the association. To protect this field from unjust legislation was one of the reasons for the organization of the national confectioners' group.

Such methods of distribution as sales boards, premiums, prize packages, etc., would be fostered by the association in opposing additional rulings designed to check these time-honored sales ideas.

Legal and legislative advice and representation is to be obtained by the association, a non-profit organization for which dues are $12 per year.

REVIEW Names Agent in N. Y.

LOS ANGELES—Announcement is made by Paul W. Blackford, publisher of THE REVIEW, of the appointment of Ralph R. Mulligan as Eastern representative of this magazine, with offices in New York.

Mr. Mulligan is associated with C. J. Anderson, Chicago representative of THE REVIEW, and is well informed in all phases of advertising and sales promotion in the coin machine industry.

The New York office of THE REVIEW will be at 441 Lexington Avenue.

●

Benny In and Out

LOS ANGELES—Benny Seeman, popular San Bernardino operator, has been seen around Los Angeles a lot lately. He has been coming in two and three times a week, never failing to drop in at Mohr Brothers for a visit.

"It's slim 'pickings', fellers, in that 'ere town. They've too many Illinois Locks."

Lock pilferers leave locations where Illinois Locks stand guard. They . . . and *wise* Operators . . . recognize them as stubborn guardians of coin machine receipts. *Manufacturers* likewise salute the superiority of Illinois Locks—and justly so—for more and more Operators specify them on every Coin Machine they buy. Send for your Illinois Lock catalog *today.*

The ILLINOIS LOCK COMPANY

737 WEST JACKSON BOULEVARD CHICAGO, ILLINOIS

Toronto Holds Skill Play OK

TORONTO—Skill games, even though they may be subject to use for gambling, are permissible and may be licensed, but their use for gambling subjects the owner to prosecution according to an opinion of J. C. McReur, K.C., submitted to the police commission.

Any machine vending mints or other merchandise in definite quantities for a definite price is legal, the opinion held.

●

Machinery Demand Now 18 Billions

NEW YORK—The Machinery and Allied Products Institute reports that a pent-up demand for new machinery accumulating since 1929 would require new machinery installed in factories to the amount of over $18,000,000,000. This would keep 4,000,000 people busy two years, the report said. Most factories now have obsolete machinery which is increasing production costs and adding to the rise of prices, it added.

●

Laguna Beach Ban On Games Is Voted

LAGUNA BEACH, Calif. — Including marble games as well as gambling devices in its scope, an emergency ordinance given its second reading by the city council here March 21 places a ban on automatic amusement equipment.

The new ordinance calls for the elimination of all marble and pin games, but those now licensed will be allowed to continue in operation until March 1, 1936. During that time pay-offs in slugs having any merchandising value will be prohibited.

●

Art Dawes Up

LOS ANGELES—Art Dawes, that ambitious operator from San Diego, was making the rounds here on a visit the last week in March.

●

● A Little Behind in Her Work ●

The Inquiring Reporter

Each month in this department THE REVIEW prints the answers of representative operators to a question on some significant phase of operating. Read this column regularly for helpful ideas. Your opinion is invited.

THIS MONTH'S QUESTION: Do you favor split operations? That is, should an operator operate marble games, cigarette machines, vending machines, etc., giving a part of each day to the handling of the various types of equipment?

REPLIES

Charles M. Mars, *Grand Junction, Colo.*—I think split operation depends on the territory covered. For instance, in a thinly populated territory such as we have in many western states, an operator has to operate all kinds of machines to keep down his overhead and show a profit, although in large cities I think the better way would be to confine one's efforts to one line of operation. Of course, much depends on the operator as to what he can handle the best.

Russell W. Hooker, *Los Angeles*—Stick to one field! It's all one man can do successfully.

Bob Grindlay, *Los Angeles*—We have tried vendors, claws and marble games and advise staying with a single line. We even had one man exclusively on our claw machines, but still we found we weren't able to do justice to three fields at one time. Right now we're handling marble games exclusively.

•

National Reopens Offices in North

SEATTLE—Announcement has been made here of the re-opening of the two Northwest branches of the National Amusement Company, whose main headquarters are located in Los Angeles.

National's Seattle branch is again established at its former location at 100 Elliott Avenue West, where complete lines of coin machine equipment are available on the large display floor.

In Portland the National organization has re-established its Oregon branch at 1227 S.W. Morrison Street.

H. L. Stuart and J. C. McClelland, heads of the firm, announce that the firm's standards of service to operators will be maintained in all branch offices.

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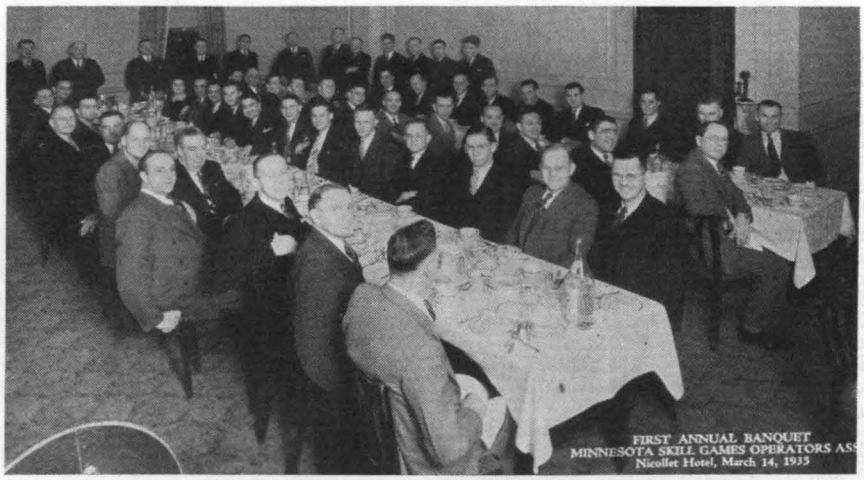
Minnesota Ops Celebrate



Here we have a glimpse of the first annual banquet and meeting of the Minnesota Skill Game Operators Association, held March 14th at the Nicollet Hotel in Minneapolis. This is the association which recently won a test case determining the legality of pin table payoffs in chips good for replays and is now carrying before the Minnesota Supreme Court a case to prove that pin games are skill games and the giving of merchandise and cash prizes should be legal. J. Don Leary, new president, is directing drive for 200 members in next 30 days.

Combination First of New Games By Harry Williams

LOS ANGELES — Lifting the veil of secrecy which has surrounded the plant of the Automatic Amusements Company here during the past few weeks, Harry Williams announces Combination as the name of the first of three new games to be introduced to the nation's operators during April.

Williams confidently expects Combination to take its place along with the other great winners he has produced, including Advance, Contact, Signal, Action and Traffic, the latter now being released by Bally.

Combination is a light-up marble game, with a built-in lighting unit featuring an illuminated anti-tilt device and an automatic shut-off that eliminates waste in battery current.

Its action is augmented by two electric kickers at the base of the playing field, and player suspense is increased by a double scoring system plus an extra skill award. A gravity out-ball return is designed to give the player his full money's worth in entertainment.

Combination is now in production and two other games will be ready for release within a few weeks.

Chicago Express Orders Show Game To Be Big Hit By Daval

CHICAGO—Although the Daval Manufacturing Company has been in production on its new light-up pin game, Chicago Express, for only a few weeks, the advance orders indicate that the game is showing unmistakable signs of being the biggest hit Daval ever put out, according to A. S. Douglis of the firm.

Chicago Express was the "ace" of Daval's "royal flush hand" at the coin machine show, the feature of five new games introduced by the company at that time. The interest in the game shown by operators attending the convention resulted in many advance orders, with the results that one Daval distributor put in a request for four carloads, Mr. Douglis reports.

The new pin game has flashing lights, electrical elevators and elevated rails, and progressive scoring kicker action.

Other new Daval winners are Rex, one-ball pay table; Match-A-Ball, counter game; Seven Come Eleven, silent-reel counter dice game, and True-Dice Stimulator.

•

Complete stock of operators' supplies, marbles, Eveready batteries, score cards, collection books, coin chutes, etc., at Paul Laymon's, 1503 West Pico Street, Los Angeles.—Advt.

Coming Right Off . . the Production Line

DEALER

A HARRY WILLIAMS SENSATION

Wurlitzer Man Wins Promotion

W. E. SIMMONS

LOS ANGELES—Announcement has been received here of the appointment of W. E. Simmons, popular representative of the Rudolph Wurlitzer Manufacturing Company in Southern Calffornia and Arizona for the past eighteen months, as traveling sales manager for Wurlitzer in all of California, Nevada and Arizona.

Mr. Simmons' enlarged territory is represented by approximately 60 Wurlitzer automatic phonograph operators, some of whom operate as many as 200 instruments in their respective areas.

Mr. Simmons has 10 years' experience in coin-operated music equipment on the Pacific Coast, and operators have found him of great assistance in securing the right locations. Previous to his connection with the Wurlitzer firm, he covered the west coast for the Capehart Corporation and prior to that was Pacific Coast sales manager for Holcomb & Hoke Mfg. Company.

National's Bar Dedicated As 500 Ops Help Celebrate

LOS ANGELES—One of the highlight events of the season in Pacific Coast coin machine circles was the gala opening April 6th of the enlarged display rooms and special clubroom for operators installed in the main headquarters of the National Amusement Company at 1481 West Washington Boulevard.

One thousand engraved invitations were sent out to operators, and the boys responded in unexpected numbers, with the result that Jack McClelland and H. L. Stuart, heads of National, turned out to be hosts to an estimated 500 or 600 ops who took part in the merriment.

Festivities started at 10 o'clock Saturday morning, and some of the early birds arrived even before that. An orchestra provided music for dancing in the spacious showrooms, which have been increased to 10,000 square feet of floor space by the addition of a 50-foot frontage that now gives National nearly a full block on Washington Boulevard.

Delectable food was served under the supervision of the attractive hostesses, Miss Pauline Klassen and Miss Jean Murray of the National home office staff.

But what mostly interested the callers was the elaborate clubroom and bar adjoining the private executive office on the mezzanine floor. Drinks suited to the most exacting taste of any operator were served all day long and well into the evening, with a full staff of bartenders hustling to fill orders for anything from a bucket of suds to the fanciest cocktails. The only thing missing was a cash register, as announcement was made that operators are invited to avail themselves of the clubroom facilities at any time but they can never spend a cent there on drinks. It's all on the house!

For the benefit of those who missed the show, we'll say that the decorations are superb. National spent a cool thousand dollars on art alone, exclusive of modern bar equipment, and all the guests agreed that the pictures of the beautiful ladies were worth the money. The room is completely finished in antique ivory.

The feature attraction is the famous portrait which hung over the free lunch counter in Mae West's film, "She Done Him Wrong." The brass rail, nicked by the heels of many famous celebrities, came from Jack Doyle's Vernon resort.

As an indication of what a celebration it was, ten carloads of operators came down from San Francisco for the event. Clarence McClelland, manager of National's San Francisco office, declared an official holiday and brought his staff South for the occasion.

George Schwartz, sales manager, was busy as a one-armed paper hanger with the hives entertaining the guests and seeing that everybody had a good time and plenty to eat and drink.

Display of new games gave the affair all the aspects of a real coin machine show.

●

Offer Operators Exhibit Booklet

CHICAGO—Effective methods of co-operating with location owners in merchandising plans are outlined for the benefit of operators in a new booklet which has just been published by Exhibit Supply Company and is being offered free of charge to operators.

Some of the tips offered in the booklet, which was prepared by Leo J. Kelly, advertising manager, are how to secure locations and enlist their aid, and how to increase profits through a variety of merchandising plans.

●

For bargains in late model reconditioned pin games, drop in at Paul Laymon's jobbing headquarters at 1503 West Pico Street, Los Angeles, or write for list.—Advt.

I REBUILD OLD GAMES

INTO MODERN EQUIPMENT

COMPLETELY REBUILT **$12.50**

My General Rebuilding Service Puts New Life into Your Obsolete Models. The Cost Is Small Compared to the Renewed Earning Power. Consult Me First.

JOE KOSAKOFF

1351 W. Washington Blvd. **PRospect 9911**

LOS ANGELES

Farmer: **Gosh! Must be a couple of them Nude DEALERS I've heard about!**

DEALER

IT'S NEWER THAN THE NEW DEAL!

Another Winner From

HARRY WILLIAMS

The month following the Chicago show was a particluarly busy one in the west with jobbers endeavoring to get games through from the manufacturers and into the hands of their operator-customers. As usual many of the games shown in Chicago were not in production until the middle of March and jobbers are anxiously awaiting samples.

One of the best pieces of news during the past month was the announcement by Harry Williams of the Automatic Amusements Company to the effect that his firm would have three new games to offer western operators during April.

The reduction in the license fees on vendors and scales in Long Beach has resulted in heavy sales on both types of equipment.

Lou Wolcher of the Advance Automatic Sales Company, San Francisco, stopped in Los Angeles on his way home from the Chicago show. Following the show Lou took his annual trip through the east.

The Co-Operative Amusement Company in Los Angeles has moved from 1525 West Seventh Street to their new offices at 2216 West Eleventh street. Earl Cale is at the head of the firm.

Al Gustafson, jobber in Portland and Seattle, has been spending some time the past month in Los Angeles. Al has been up in the northern part of the country for a long time and it was good to see him again.

H. L. Stuart and Jack McClelland of the National Amusement Company were at their San Francisco office March 22, 23 and 24th. No doubt invited the S. F. ops to come down to Los Angeles some time and have a drink at their nice new bar installed in the Los Angeles showrooms of the firm.

While on the bar item may we mention that there's a battle royal going on over who's to be the bartender. George Schwartz believes he's capable of handling the situation and those who know George agree. On the other hand Jack thinks it might be fun for awhile and Henry has always had that desire to fool around a little bit and see what happens when you mix thisa with thata.

Pin games were given a slap in the puss last month when the sedate little city council in Laguna Beach decided it would be better not to have the games in their fair city. The Women's Club sent the city dads a petition stating that it reduced the "moral" (not a new kind of drink) of their choice citizens and encouraged degeneracy among the weaker members of their community. However games already licensed will be allowed to operate until March, 1936 at which time the dear ladies will not doubt be pin game fans themselves and then everything will be hunky-dory.

Ops are invited to fire in their news notes for this department. Thanks and a bundle of best wishes for all of you who so kindly sent in items for this issue.

The use of pin games at Walkathons and Marathons is a profitable practice. At least it has been so demonstrated on the coast. The Hal J. Ross Walkathon in progress last month at Bell, California, found ten pin games getting as much attention as the contestants in the affair. As a result Ross asked the operator to move his machines along with him to San Francisco and other coast cities wherein Ross will stage the Walkathon that has made him a prominent personage in the Endurance Amusement Field.

C. A. Blake, coast representative for Stewart & McGuire, spent the week of March 18th in San Francisco attending to the new machine demands of the countless numbers of S. & McG. ops in the bay district.

Ops keep your mind off of San Diego during the World's Fair. Already enough operators are active there to cover the city with the various types of amusement and vending devices.

Mrs. Mack Mohr, wife of a member of the prominent jobbing firm of Mohr Bros., underwent a painful nasal operation in Los Angeles March 18th and is now on the road to rapid recovery.

Bud Lieberman, accompanied by the Mrs., ran into a regular Old Home Week celebration when he stopped off in Los Angeles on the first leg of his jaunt around the globe. While here Bud was flooded with attractive offers to take off his coat and go to work.

A college chap has invented a new gadget in Los Angeles that has its possibilities. So sold is the lad on his invention that he is getting capital together to put the machine over and manufacture it here. The machine vends, upon the insertion of a coin, a sheet of writing paper and an envelope, with your name and address neatly printed thereon.

California Games Company is a beehive of activity with a new game coming up. Ops are watching the firm closely . . . remembering as they do the tremendous profits they have made on California's last game, Rebound.

A sign running more than 200 feet across the street frontage of the building and bearing letters four and a half feet high proclaims to the passing public that herein the National Amusement Company does business. Sign is one of the biggest on the street and the showrooms are no doubt the largest in the country.

Were Einar Wilslev of the Viking Specialty Company to keep a register on the names of operators visiting his completely equipped showrooms in San Francisco, the book would read like the blue book of the operating fraternity in the central part of California. Each month the showrooms are paid a visit by the most enterprising operators in the central section of the state.

Joe Carruthers, operator in Bakersfield, drifts into Los Angeles every once-in-awhile to load up new machines for his valley locations.

Among other out-of-town operators spotted in Los Angeles during the past month were Art Dawes of San Diego and Gayer and Collaid of San Bernardino.

Harry Hines of the firm of Hines and Patten, Modesto, set a new record for driving from the coast to Chicago. Harry drove from Modesto to Phoenix, Arizona, in one day. The second day he drove from Phoenix to Fort Worth, Texas, on the third day he reached St. Louis, Missouri and on the fourth day Chicago. Harry made the trip, along with his son, Dick, in their new Ford V-8.

Mr. and Mrs. Billy Nolan of Guerneville, California, are occasional callers at the San Francisco jobbing houses. Mr. Nolan is associated with Al Cutten in operating slots.

George Pierson, one of the first operators in California, now operates the Pierson Dude Ranch at Del Piedra, Fresno County, California.

Wonder what Don Pleasant is doing now over in San Bernardino. We heard during the past month that he has sold out his operating interests there.

Mike Sessler, Vallejo, California, makes two trips a month to San Francisco to look over the new machines. Mike has a beautiful home situated near the naval station, Mare Island.

Mr. and Mrs. Henry Doelger of the Sunset Novelty Company of San Francisco stopped off at Paul A. Laymon's jobbing headquarters in Los Angeles last week en route home from the Chicago convention. They were driving a new Dodge sedan and a new Ford V-8 truck, the latter to aid in Sunset's speedy delivery service.

Laymon's, by the way, was a busy scene all month. Among the operators dropping in there recfently were Bill Reese and Ross McAlpine of Visalia, Phil Brown of Bak rsfield, and Bert Beutler and Bob Grindlay, Los Angeles operators, who, incidentally, are planning to buy a retreat, hacienda style, in San Fernando Valley.

Clarence J. Byrne of the Byrne Novelty Company of San Diego was in Los Angeles a few days ago to take on atmosphere and stock up in new amusement machines for the influx of visitors expected for the California Pacific International Exposition at San Diego this summer.

Mrs. W. B. Sewell, wife of the prominent Los Angeles operator (W. B. is head of the Se-Well Operating Company), is recuperating from a recent illness. Her friends join THE REVIEW in extending her best wishes.

During the absence of Latimer Martin, well known Los Angeles operator, on a trip back to his home town of Hamilton, Missouri, his operating business is being taken care of by his brother-in-law, Edgar Wartig, who came out from Missouri for that purpose.

Good news from Jerry Gould of Los Angeles, who took 10 days off from operating duties to go to the hospital and recovered so quickly he didn't need that operation. First thing he did was to drop in at Empire Amusement Company to see the new games out since Jerry went to the hospital.

FOR MARBLE
GAMES and SUPPLIES
■
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EVEREADY
BATTERIES
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Write for Our Price List
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Quality Coin-Operated Machines
1503 W. Pico St.
LOS ANGELES, CALIF.

We Women Enjoy Playing Marble Games

By POLLY PETERSON

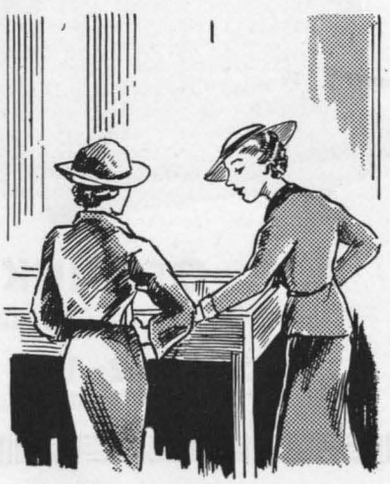
I NEVER asked myself why I enjoyed playing marble games until Mr. Blackford suggested to me that the reactions of a feminine fan might prove interesting to readers of THE REVIEW. This article may seem personal, but it will give you some idea of what my friends and I think about these fascinating games; why we like to play them and why we don't.

In the first place, it's chiefly a matter of *where* we play. These days it doesn't matter much where a woman goes, alone or with companions, but we have to be a little careful about the places where we tarry, the places where we might spend a few pleasant minutes at an amusement table.

Last Sunday two other girls and myself went out to a country club to call for our husbands at the end of their round of golf. We had to wait nearly an hour until the men came in, and another fifteen minutes while they were in the locker room. Lacking a fourth for bridge, we sat down to chat for a while but after running out of topics (that may sound strange, coming from a woman) we looked around for something to do. After all, the men were having their sport, so why shouldn't we find some fun? In the corner was a marble game, and neither of the other girls had played one before. We figured out a basis of competition and soon were having a merry time propelling the balls around various obstacles, into funny gadgets that made them bounce someplace else, and getting thrills when we hit the 5000 pocket or barely missed! The banging down of golf bags on the floor was all that we noticed on the arrival of our husbands, and soon we were fighting for our prior rights to the table when the boys wanted to get in our game. One of the girls became quite expert and won five free games, so we had to handicap her. When we were ready to leave, we checked up and found our entertainment hadn't cost us nearly as much as one of the men's green fees.

Just the other night the fellows got together for a penny ante party and ran all the wives out. We went to a show and afterward stopped at a drugstore on the corner of our block for sundaes. The two girls who had been with me Sunday were quick to notice that there were six different marble games lined up against the wall and went over to inspect them. The other five of us soon joined in and had a hilarious time. I observed that one of these games was the same as that at the golf club. The others were varied. But only two of the tables were at all popular with the girls and I got to wondering why.

There were four games, each taking up valuable space, and not one was given a second play after the initial try. The four games may have been popular with men; I don't know. One was obviously battered, worn out, and half the time it put eight or nine balls into play instead of ten. Another was in need of paint and wasn't level, causing the marbles to roll down only one side of the playing field. The other two had no life. Just pull the plunger and watch the ball bounce against a lot of pegs and probably end up lost. But the two the girls played most looked new and attractive. They had nicely finished cabinets and clean glass. They had a few electric gadgets that made the balls jump here and there when you least expected them to, but most of all the girls liked them because by putting a shot in a certain pocket you could get all the lost balls back. They seemed to think they were getting something extra for their money, like the butcher tossing in an extra chop, and believe me, bargains will loosen women's purse strings faster than anything else!



Some time ago my husband and I took a trip up the coast. After he had paid for a meal, I'd invariably pick up what small change there was and start looking for a game device that worked by coins. If there happened to be a marble game conveniently placed, we'd spend a few minutes playing it. But if it was out of the way, we'd pass it up. I hate to feel conspicuous in a public place.

Some hotels where we stopped had amusement tables in the lobby. My husband is great for competition, and I take keen delight in beating him. We'd spend half an hour or more in this fascinating rivalry. At a large resort hotel where we stopped they had a recreation room that was furnished with a number of amusement tables of the marble game type in addition to billiards, ping pong and so forth. Here was an ideal setting for women players; in fact, they were more plentiful than the men. I am of the opinion that many hotels and clubs which are now without these games would be interested in having some placed there after they learn how much everybody likes to play them, especially the women.

At one hotel we had friends as our dinner guests and afterwards strolled into a far corner of one of the big rooms to talk. The other couple didn't play cards. Near where we sat was a table game different from any I had ever seen. It was one with a revolving top and we sat down to play it, swinging the plunger side around to each player as his turn came. Ralph and I agreed afterward that we hadn't had quite so much fun in a long time, and the other couple was fascinated, too.

Why don't night clubs provide marble games in the tap room? We went to a very nice place for supper and enjoyed the dancing and floor show a lot. We went over to the bar for cocktails, and I thought to myself, "If only there were a few amusement games in here, I'd like to while away the rest of this dance number playing one. You know, pop the marbles around the board with one hand and hold your cocktail glass with the other." Where there's dancing there always are lots of women guests, and everybody has time for a few rounds on one of these games. I don't know why more attention hasn't been paid to getting the fair sex to play. I think it's really the life of the party, with the girls' excited laughter and occasional little shrieks putting more animation into the place than if there weren't any games there.

All this may seem silly to you, I know, but after all in the amusement business the one who entertains *everybody* is going to be the greatest success. And what kind of a success is any entertainment scheme going to be that doesn't include us, too?

First you've got to give us the right kind of places to play, then the smart, attractive, fascinating games, and soon you'll realize that we women will be bringing in more of our nickels and our boy friends' nickels than your machines can hold!

This department is intended as a service to REVIEW readers for the dissemination of interesting information. Requests for names and addresses of manufacturers are referred immediately to REVIEW advertisers free of charge. Address of the writer of any communication listed below will be furnished upon request.

Dear Sir:

No doubt the attached letter is self-explanatory. You have our permission to hand copies of this information and our requirements to any other factories who think they can fill our requirements. In addition to being in the market for large quantities of new scales, we will also trade for any good used miniature scales.

—An Arkansas City, Kansas, reader.

Gentlemen:

I have a small route of peanut and candy vending machines and am anxious to increase my number. Will you please send me any literature or information you may have in regard to good machines now on the market.

—A Merced, Cal., subscriber.

Dear Sir:

Will you please give the enclosed deposit to any of your advertisers who can supply me with non-chip marbles. Size for large Rebound. Want 90 one-color and 10 contrasting. I don't see any advertised in the last issue of THE REVIEW.

—A Kansas City, Kansas, subscriber.

Gentlemen:

I would like to know where I can purchase a few used pistachio nut machines (1c) and also where I can get the best inexpensive nuts for the machine.

—A Pacific Beach, Calif., subscriber.

Gentlemen:

For some years we have been building and testing an automatic soft drink dispenser. A little over a year ago our last model was completed and placed on the ground floor of our leading department store here in Vancouver, B. C.

Today we have better than a year's test behind us. The result of that test, which can readily be verified, is as follows: The unit operated consistently for 300 days, the total number of sales amounted to 116,672, which averages 386 drinks per day. High total for any one weeek was 4056 and low total for any one week was 1076. We will be glad to supply further particulars to anyone interested. We would naturally like to get in touch with a manufacturer in the U.S.A. and would particularly appreciate any information as to what progress, if any, is being made with similar equipment in the United States.

—A Vancouver, B. C., reader.

Wolcher Hits Natural For His Export Trade

SAN FRANCISCO—Constantly increasing export business of the Advance Automatic Sales Company of San Francisco and the Western Distributors, Inc., of Seattle has been bringing them a flock of cable orders, so Lou Wolcher, president of Automatic Sales, hit upon an idea for a cable address that was accepted by the telegraph companies. Foreign customers now reach them by cabling "Pingame, U.S.A."

N. Y. Columnist, Coast Visitor, Observes Enthusiasm Over Games

HOLLYWOOD—Louis Sobol, Broadway columnist who is on a visit to the Pacific Coast for a whirl at film work, is an enthusiastic observer of the prominent place which automatic amusement devices hold in the amusement world.

Sobol is now stopping at the Beverly-Wilshire Hotel in this "pin game capital of the West," taking a suite of seven rooms to accommodate himself and his party.

In his "The Voice of Broadway" column in *The New York Evening Journal*, he recently wrote of pin games and electric crane machines as follows:

"Broadway is still game-mad . . . Any hour of the day or night—even in the hours butting into dawn—you'll find men and women at the machines sending little balls scurrying into the pockets . . . The machines with the trick devices which move a ball automatically from one pocket to another if you hit the right combination seem to be the most popular . . . Even the night clubs have installed them—these mechanical outgrowths of the ancient game of bagatelle . . . One restaurant, in fact, has several dozen lined up against its long bar . . . Popular too, are those machines with the traveling cranes into which you insert a nickel and try to pick up a camera or a lighter or a vanity case . . . Every club seems to have these machines, too, and most of the drug stores."

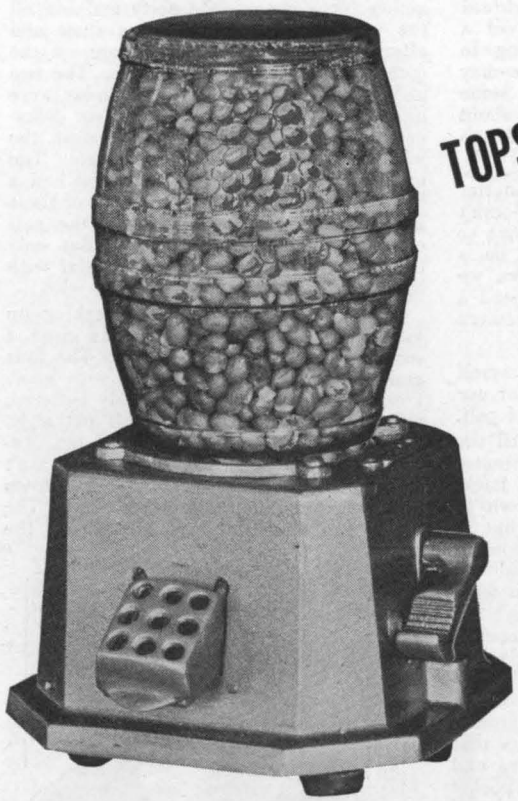
Laymon Reports Trend Toward Better Games

LOS ANGELES—The current trend in public amusement is toward better quality games, according to Paul A. Laymon, Los Angeles jobber and distributor for the A. B. T. Manufacturing Company.

Laymon declares that this public attitude is reflected in operators' increased orders for more mechanically efficient and well designed table games, such as A.B.T.'s new Autodart.

"The ticket machines have opened up a merchandising feature that is not available in ordinary pin games," Laymon declares.

The MITY-MITE



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Increased Pin Game Export During Past Year Reported

A DEFINITE gain in exports of coin machines for the years of 1932, 1933 and 1934 from the United States was reported by the specialties division of the Department of Commerce, according to advices to THE REVIEW from Washington.

The British Empire offers the greatest market for American-made games, claiming 81 per cent of coin machines exported by the United States. More than 65 per cent of the total exports in this line during January and February of 1935 went to England, while Canada ranks as the second most important outlet.

Australia is rapidly developing as a leading factor in the United States export trade in coin machines, along with New Zealand, while the Union of South Africa has opened up an extensive field for automatic equipment during the past few months as a result of the recent ruling there that pin games, heretofore considered illegal, may now be operated.

The Department of Commerce report shows that in Continental Europe the leading markets for coin machines are to be found in France, Netherlands and Spain. While the psychological appeal is similar to that resulting in widespread popularity of coin-controlled devices in the United States, nevertheless the economic factor is a significant consideration in planning a promotional campaign in these countries.

Low purchasing power of the average person is regarded as an important element in such exploitation, the report indicates, because there is less likelihood of hard-earned coins being spent on skill games in foreign countries than in the United States where small coins have a much greater circulation.

European countries have developed a more extensive use of coin machines than other parts of the world with the exception of the United States and in some instances have devices superior to those to be found here. However, the export business, from the point of view of the United States, is limited because of domestic production in Germany, Austria, Denmark and Czechoslovakia. National production supplies virtually all of the demand in these countries as well as providing exports for adjacent areas.

In Germany, according to consular reports, bagatelle games somewhat similar to American pin games are being manufactured to retail at from 60 to 80 Reichmarks each, with the resale price on used games about half that figure. Interest in the games on the part of the German public is not great, however.

Spain is regarded as a comparatively poor field for exploitation of pin games because they do not appeal to the Latin temperament, in the opinion of those who have attempted such ventures. What little money is available among the masses for entertainment usually is attracted to more firmly established types of devices and concessions in amusement centers.

An investigation is now being conducted by the specialties division of the Department of Commerce to determine means of stimulating both the local and foreign coin machine markets by utilizing changes in social and economic philosophies. Information and statistics on foreign markets are being compiled and are available to United States manufacturers and exporters, according to Thomas Burke, chief of the division.

●

U. S. Banks Set For Buying Rise

NEW YORK—Guaranty Trust Company reports that the American banking system is in a position to not only finance normal recovery but an unprecedented business rise:

"Demand deposits have risen to 1929 level; the reserves of commercial banks have mounted to a record height, providing a potential basis for a greater credit expansion than this country has ever known; commercial banks are almost completely out of debt to the federal reserve banks."

The increase in bank deposits since the banking crisis of March, 1933, was attributed to the government spending program.

Auto Sales on Coast Mounting

LOS ANGELES—Sales of new passenger cars in Oregon, Washington and California in February, 1935, were 98 per cet greater than in the same month last year, according to figures released by the Associated Oil Company.

New car sales for February this year were 12,675 in California, 2332 in Washington and 1675 in Oregon, or a total of 16,682, compared with 8422 in February last year. Total sales for the first two months of 1935 were more than 99 per cent ahead of the first two months of last year, amounting to 29,258 cars, against 14,672 in the 1934 period.

●

Electric Works Business Gains

NEW YORK—Incoming business so far this year for the Crocker Wheeler Electric Manufacturing Company has been running far ahead of last year, it is reported. In the first two months of the year the company booked $254,000 of new business, a gain of 60 per cent over that taken in the like months last year.

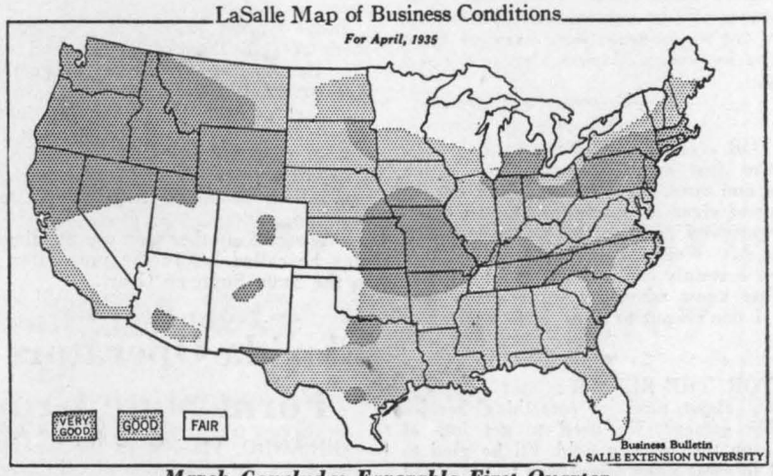
Profits in the first two months of this year were nearly $10,000 compared with much smaller profits in the same period last year.

●

1934 Net Up

NEW YORK—Pittsburgh Screw and Bolt Corporation reported 1934 net income of $228,696 after charges and taxes, against net loss of $143,700 in 1933.

LaSalle Map of Business Conditions
For April, 1935



March Concludes Favorable First Quarter

Map Supplied by BUSINESS BULLETIN Division of LaSalle Extension University

Retail and wholesale trade, power production, and manufacturing industries continued to show the same increases during March that were registered during January and February.

Credit and finance and the stock market continued stagnant because of fear of new legislation.

The Middle Atlantic "Very Good" area now includes New York City and Philadelphia. There has been a change from "Very Good" to "Good" in most of the South Atlantic and South Central areas. Otherwise the business map shows few changes.

RAPS and RHAPSODIES

This column is given over to correspondence from operators. All contributions must be signed. Opinions expressed in letters printed in this department do not reflect the policy of this publication but are expressions of opinion given by our readers. Operators are invited to contribute. Please limit letters to 300 words if possible.

EDITOR, THE REVIEW:

When in heaven's name will manufacturers cease to lay out broad promises about the unheard-of profits this and that machine will make. It's getting so that all of the ads look alike.

A Utah Reader.

●

EDITOR, THE REVIEW:

Thanks for the sample copy of your publication received this morning. Here's two bucks. See that it keeps coming for the next three years. Looking through the columns I was struck with the amount of news matter carried. It's a swell little magazine.

A New Orleans Subscriber.

●

EDITOR, THE REVIEW:

I, for one, don't think the coin machine publications are in sympathy with the operators. Every issue is filled with blah, blah, blah. Why can't we have more feature articles that would aid an operator in his business. Look at the trade papers in other fields. Their pages are loaded with sound advice for their readers.

I Would Like to Know.

Editor's Note: Tut, tut. You haven't been reading THE REVIEW.

●

EDITOR, THE REVIEW:

Here's one operator who's going to keep his eye on THE REVIEW from now on. Until I picked up a copy of your February issue at the show, I hadn't seen THE REVIEW since it was printed on pulp paper way back. I surely want to compliment you on the progress of your magazine, and say, let's have more stories like Boomer Bill in the March number.

St. Louis Operator.

●

EDITOR, THE REVIEW:

Please let me know when we can use your legal file again. It helped us out a lot on a previous case, and now a situation has arisen in a nearby town where your assistance will be appreciated. By the way, when are we going to have more of those articles by George Maple? They're the real thing.

Sacramento Reader.

●

EDITOR, THE REVIEW:

Have just read through your March issue and must say I enjoyed it. I have a string of cigarette machines here in Albuquerque, and perhaps that's why I like to read Art Weld's column. Anyhow, that fellow certainly can make words do tricks! Let me know when my subscription runs out; I don't want to miss an issue.

Smoke Pack Fan.

●

EDITOR, THE REVIEW:

How about news of something besides marble games? We used to get lots of items on the vending field. I'll be glad to send in some notes from time to time, and I'm sure the rest of the boys would like to write in if they though you'd print them. How about it?

W.V.M.O.A. Member.

Editor's Note: THE REVIEW will welcome any news items sent in by readers and particularly invites association publicity chairmen to send in notes of activities regularly.

●

QUICK, HENRY, THE FLIT!

Ft. Braggs, California,
march 18-she 1935

mR. paul Vlackford,
Boss of Coin machine Review,
1113 venice boulevard,
Los ANgeles, california.
My fren Paul;

maybe you know already i been pretty good rpinter for much Years and i know how to print plenty magazines. One time i been good printer in texas and I do plenty good. i see your magazine but she no geot for coin mashines boys of ft. Bragg. They say we lika you print us goot coin mashine magazine. i say ok boys i do dat; so pretty soon you see plenty goot coin mashine magazine. I been goot business man long time and i know magazines like everting. i show you plenty adds in big mashine paper soon i start up.. pretty soon you hear plenty fron Ft. bragg man, he plenty smart and makea big hit with coin mashine boys. maybe I come to los Angeles sometime, I look you upm maybe, anyway i get paper going then i come see you.

your frien
Ft. bragg prtinet

●

Nashville Judge Approves Games

NASHVILLE—Declaring that marble games are skill devices and are no more gambling devices than license plates, Criminal Judge Charles Gilbert directed a jury to return a verdict of not guilty in the case of Dr. Martin L. Williams, drug store proprietor charged with operating a marble game in his store.

Judge Gilbert ruled that the game was more of skill than of chance and stated that there was no evidence of gambling. The machine was reported to have paid off in slugs good for replays but not redeemable in money or merchandise.

The game remained in custody of the assistant attorney-general along with several other machines taken in a recent roundup.

Trials of five other men are pending and may be called before the prosecutor goes to the State Supreme Court.

●

Florida Operators Form State Group

ORLANDO, Fla.—Steps for the formation of a state association of coin machine operators were taken at an organization meeting held at the San Juan Hotel here March 14th.

D. W. Donohue of the National Association of Coin-Operated Machine Manufacturers was present to assist in the plans.

BOOMER BILL

(*Continued from page* 56)

pard, here's your share for the first hour," answered Bill. "What do you say we just leave it there for a few days, anyhow?"

Well, the surprised manager didn't think so much of a few nickels, but then he knew this hadn't been going on for many minutes. He made a note of nearly a dollar in nickels as he handed them over to the cashier and then turned back to Bill:

"You mean we get half of what it takes in? That's different, I suppose."

By the time Bill had explained the setup fully and told him about keeping track of the pay-outs for prize scores, the manager was far from indifferent to the proposition and even volunteered:

"Do you have any more of those games? I could fix it for you to put one up in the lobby if I get the same percentage."

Bill told him he guesesd it could be arranged and he went back to the storeroom and pick out another model to place in a spot in the lounge room.

"Just like that!" he chirped at me and winked as we put the second machine in its place. "Now let's go out tonight and find a few more places as good as these, and before you know it we'll be out of machines."

How Bill ever recalled the beer parlor he had visited with Jerry in his early morning rounds was beyond me, but soon we were there and this cocky Andrews guy was chumming with the proprietor like a long-lost friend.

"Pete," Bill was saying, "this's my partner, Skeggs. He sure missed out on a swell time here last night, didn't he? And wasn't that a honey of a babe I had with me? I don't like to brag, but she's a high-class dancer, that Jerry, and she 'n' me's like that! But say, how about us bringing in a new-fangled kind of game that'll make you a little money and put life in this place? Okeh? We'll bring one around tomorrow!"

We had a few beers there before shoving off for the next place, where a little poker game was in progress. Bill couldn't get his mind on his original purpose in coming here, so his line fell rather flat with the owner and we decided to let the matter ride until the next day while we sat in on this friendly game of cards.

Bill was in his glory now, and all memories faded as he started drawing his hand. He looked for all the world like a throwback to one of those oldtimers who plied his sharp profession among the river boat passengers in days gone by.

I sat tight and wondered what the devil we were in for now.

(*Continued next month*)

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A. B. T.'s New Visible COIN CHUTE No. 30

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None Better

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PAUL A. LAYMON, Jobber
Quality Coin-Operated Machines
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Latest by Harry Williams
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OPERATORS, when you deal with us you have the assurance of dealing direct with the EXCLUSIVE DISTRIBUTORS for FIVE leading manufacturers. That's why on our display floor you'll always see the latest models

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We have EXCLUSIVE DISTRIBUTING RIGHTS for the products of these leading firms: GENCO, INC., DAVAL MFG. CO., J. H. KEENEY & CO., STONER MFG. CO., and CHICAGO COIN MACHINE CO.

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TIME
TICK-A-LITE

RECONDITIONED MACHINES — LIKE NEW!

GRAB UP THESE BARGAINS WHILE THEY LAST:

Jack Rabbits, 40 in.	$12.50	Contact Sr., 60 in..	$12.50	Army & Navy.....	$27.50
Major Leagues, 44 in	20.00	Actions, 46 in.....	32.50	Golden Gate Sr....	20.00
Signals, 46 in.....	20.00	Criss Cross (without lights) 40 in....	27.50	Tangette	30.00
Tee Off, 44 in.....	25.00	Criss Cross (with lights) 40 in....	37.50	Knockout, 44 in...	14.00
Forward Pass, 46 in.	13.50	Rebounds, 46 in...	40.00	Kicker, 46 in.....	22.50
Forward Pass, 60 in.	11.50			Kicker, 60 in.....	22.50
Contact Jr., 44 in..	16.00			Jennings Football..	25.00

SPECIAL!

MILLS SLOTS

BLUE FRONT MYSTERY Golden Venders,
5c play, serials over 340,000, each..... $67.50
Same Machines in lots of five, each.... 65.00
BLUE FRONT MYSTERY Golden Venders,
1c play, serials over 320,000, each..... 62.50
Same machines in lots of five, each.... 60.00
MILLS EXTRAORDINARY Mystery Model,
5c play 69.50
MILLS F. O. K. Escalator, Silent Model, 5c play 49.50

IRVING BROMBERG COMPANY

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MONEY-MAKING COIN MACHINES AND SUPPLIES
2922 WEST PICO STREET
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REMEMBER THE TREMENDOUS SUCCESS OF "REBOUND"?

CRAZY LANE is the first product to be manufactured in our new modern factory!

"CRAZY LANE"

only $54.75 F.O.B. LOS ANGELES

CRAZY LANE is a Players' Treat — chuck full of new action — new thrills which will mean hundreds of dollars for the operators who are first in their field with this new California Games Company product. Every operator, every distributor who has seen it states that CRAZY LANE will repeat, even exceed the success of REBOUND. Production starts April 15th—Advance orders now being accepted—Deliveries filled in rotation. Wire, telephone — or write!

NEW ADDRESS

CALIFORNIA GAMES CO.

1606 SO. FLOWER ST.
LOS ANGELES

National News Notes

(*Continued from page* 13)

games is legal and does not make the machines gambling devices, according to a ruling by Municipal Judge Carroll of Minneapolis.

An interesting feature of the "Little World's Fair" at Detroit is a game room operated on the arcade style by Marshall-Lemke, Inc.

A branch office at 84 High Street in Hartford, Conn., has been opened by the United Automatic Sales Co., Inc., of New York.

Ben D. Palastrant of the Supreme Vending Co. of Boston announces the firm's appointment as distributor for the merchandisers of the Northwestern Corporation of Morris, Ill., and for products of the H. C. Evans Co. and Pierce Tool & Mfg. Co.

Nat Cohn and Irving Sommers have installed new furniture in their private offices of the Modern Vending Co. of New York.

Barber shops as locations for pin games, with players competing for first chance at the chair, is a plan advocated by George Rosen, enterprising Detroit op.

An annual fee of $5000 for roulette wheels and $250 a year for pin games is suggested in a bill introduced in the Wisconsin assembly by Assemblyman John O'Malley of Milwaukee to legalize gambling and at the same time include skill games!

The Pacific Amusement Distributing Co. has opened an office at 4402 Olive Street in St. Louis in connection with its Nashville business.

Superior Paper Products Company, salesboard manufacturers of Peoria, Ill., has a new office at 1603 South Michigan Boulevard in Chicago.

Catchy slogans to sell the public on playing pinball are printed on tickets issued by Traffic, Bally's new ticket game.

Murray Goldstein, business manager of the Amusement Men's Association, New York organization for sportland owners, was presented with a gold watch at the AMA annual dinner dance March 12 at the Casino de Paree.

Speaking of sportlands, a new idea for cutting down on the number of people who crowd such places yet spend no money has been put into successful execution by the JAK firm in its Paris amusement machine palace. A small admission fee is assessed, in return for which the customer is given slugs which may be played in the machines.

Here's a truly liberal editor. In his *Dominion News* of Morgantown, W. Va., he writes editorially that while he holds no briefs for slot machines at least they are out in the open and a less harmful type of gambling than other forms.

A third branch of the American Vending Co. of Brooklyn and Newark has been opened at 208 Essex Street in Hackensack, N. J.

And now for another good example of favorable publicity for modern pinball games. *The Chicago Tribune* described the industry in a front page story March 12, the last of a series on leading Chicago industries by Arthur Evans.

The first sportland in Indiana came in for a good play in the local newspaper when it was opened March 9 at 411 Franklin Street in Michigan City. Karl A. Kanney is head of the establishment.

To test public opinion in Wyoming on gambling, Attorney-General Ray E. Lee has ordered strict observance of anti-gambling laws, which affect church bazaars, raffles and other similar schemes along with slot machines.

Another court verdict favorable to pin games resulted in the return of a game to Frank Lafayette of Burlington, Vermont, and dismissal of his case after a ruling the game was not a gambling device.

A large and enthusiastic meeting of the Amalgamated Vending Machine Operators' Association of New York followed the return of the New York ops from the Chicago show.

●

FREE!

TO ALL COIN MACHINE JOBBERS and OPERATORS!

"TIPS AND TOPICS"

The Business Journal of Coin Machines

Issued Monthly, 64 Pages of:

- News of the Industry
- Pictures of Operators and Jobbers
- General Business News
- World Events — Business Articles
- A Little Philosophy — Bits of Humor

WRITE "TIPS AND TOPICS" 4309 W. Lake St., Chicago

Hermosa Beach Upholds Ban Against Tango Game

HERMOSA BEACH, Calif.—This city's amusement zone will remain gameless, the city council voted, in upholding a ban on tango and similar chip games in keeping with a long-established ruling.

The council's vote had the effect of turning down thousands of dollars of income for the city on an offer of William Staley of Los Angeles to erect a large pavilion to house all the games and to pay a fee of $1000 monthly on each. The council vote was split three to two.

Pacific Rushes Output of Time

CHICAGO—Pacific Amusement Manufacturing Company has had a full three weeks run on its new game, Time, and is just beginning to get caught up with the rush of advance orders, THE REVIEW's representative learned on a recent visit to the PAMCO factory here.

Fred McClellan, president of the firm, announced that the increased production efforts had met with success and the company is now able to fill all orders for the popular game.

A number of Roto-Lite and the new Baby Lite-A-Line games were also on display and the assembly lines were being put in readiness for speedy production on these games in the near future.

Popular demand for the 40-inch Synchro table game resulted in an increased turnout on this model.

These games now give PAMCO jobbers and distributors a complete line of machines in the full price range.

KINGS OF THE TURF

EVANS' SENSATIONAL NEW GAME
Be the First With This "Double Life" Pin Table

Horses actually race around track! Here are more thrills than you've EVER seen in a pin table! Balls played in the holes on the playing field advance the horses around the track below! Instead of an award card, KINGS OF THE TURF has an odds indicator showing the award in odds if the player wins. So that no favorites may be established, the game cleverly picks out the horse that must come in first to win! JUST SEE IT.

Evans DARBY

ANOTHER EVANS LONG LIFE GAME

DARBY is an automatic pay-out game. Select your horse—watch it run around the track! It pays five to one odds. Operators say it's the biggest money maker they've ever had.

COMBINATION

by HARRY WILLIAMS

. . . and what a combination for profits. COMBINATION, the latest mechanical perfection from the workshop of Harry Williams, is a drastically new and different type of light-up game. Deriving its name from the unending variety of combinations that make winning scores possible, COMBINATION is truly an operators game. Players get a genuine kick out of COMBINATION and operators get a steady string of profits.

Location Tested and Approved

COMBINATION has stood the Acid Test. Players are unanimous in acclaiming it a game with plenty of interest and excitement. Repeat play proves that the game really has that Something that makes it long lived on location. See it today.

NATIONAL AMUSEMENT COMPANY

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BRANCHES

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SAN FRANCISCO, CAL.

1227 S. W. Morrison St.
PORTLAND, ORE.

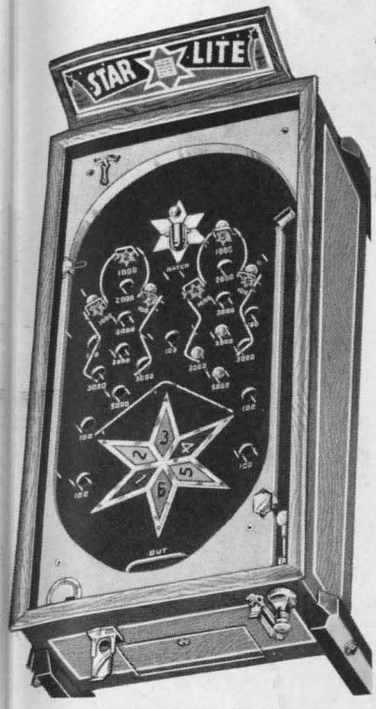
100 Elliott Ave., W.
SEATTLE, WASH.

NATIONAL AMUSEMENT COMPANY

TODAY'S MOST POPULAR GAMES

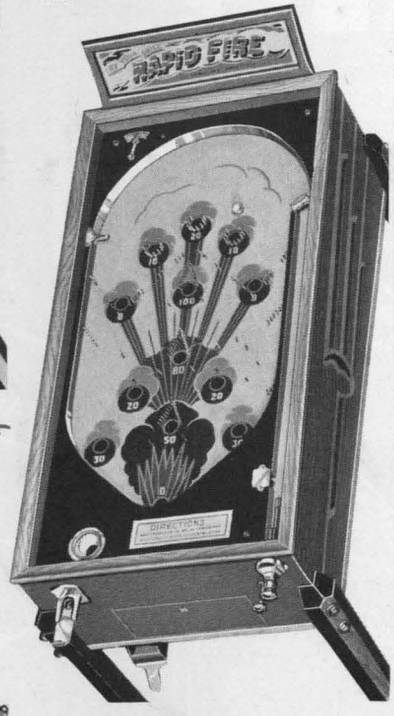
by EXHIBIT

STARLITE



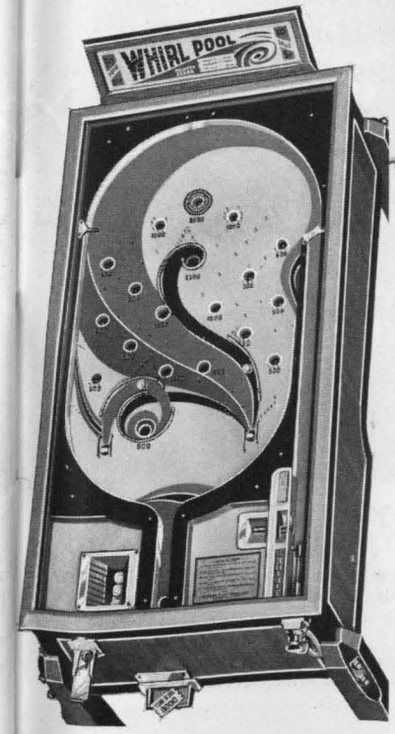
The latest sensation with a novel progressive-scoring system, STAR-LITE is a truly automatic marvel by Exhibit. Lights flash, gates lift and amazing action takes place when balls hit the hatch! STAR-LITE comes in the popular 19 by 38-inch size. See it today at NATIONAL.

RAPID FIRE



FAST ACTION is featured in this unique one-shot automatic payout game. RAPID FIRE has the zip of a machine-gun nest!

WHIRLPOOL



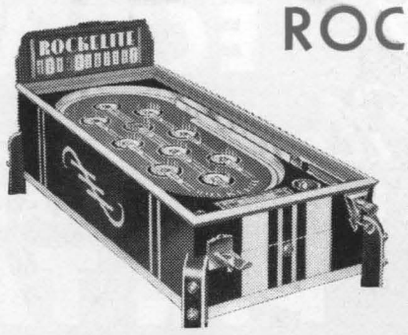
The TICKET TELLS EVERYTHING on this fascinating Exhibit masterpiece. WHIRLPOOL performs entirely automatically, counting each ball shot, totalling the score each time, and delivering the PRINTED SCORE on a double serial-numbered ticket with absolute accuracy.

CASTLE LITE

The newest creation in LIGHT-UP pin tables, with 'BUILT-IN,' far-visible Light-Up Panel. A ten-ball game in 38-inch cabinet.

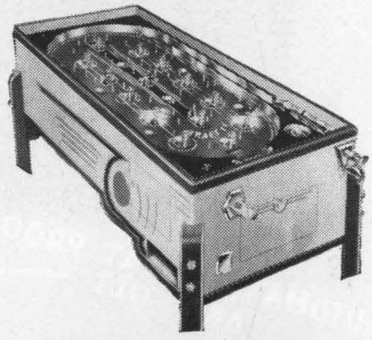
by BALLY

ROCKELITE



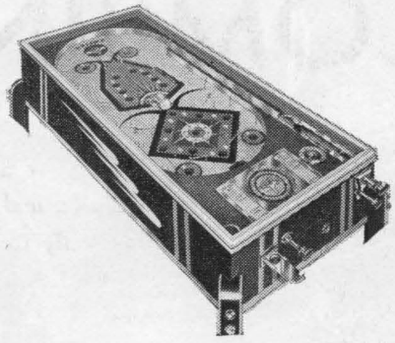
Only game on the market which permits merchant to check the score AND ANTI-TILT just by glancing up from his duties behind the counter. ROCKELITE'S Light-Up Anti-Tilt saves his time and yours, and INCREASES YOUR NET PROFIT!

TRAFFIC



Here's a fully automatic pay-out table with ticket-vending mechanism. TRAFFIC has 14 different colored lights on its playing field. It is a high-speed game played with five balls, uses smooth 1-inch glass marbles, and has out-ball return feature.

FRISKY



Everybody plays the grand old game of 21. That's why FRISKY gets a big play wherever you place it. FRISKY is equipped with a MULTI-COIN CHUTE, the four-coin device that takes in pennies, nickels, dimes and quarters. Average play takes only 3 or 4 balls, making FAST PLAY and FAST PROFITS!

SKILL CIRCLE

The ALL-SKILL game in which a lucky high score is not necessary to win. Free Game Dial spins arrow to score to shoot for, and ball on indicator shows 2, 3, 4, 5 or 10 free games due if player's score matches arrow.

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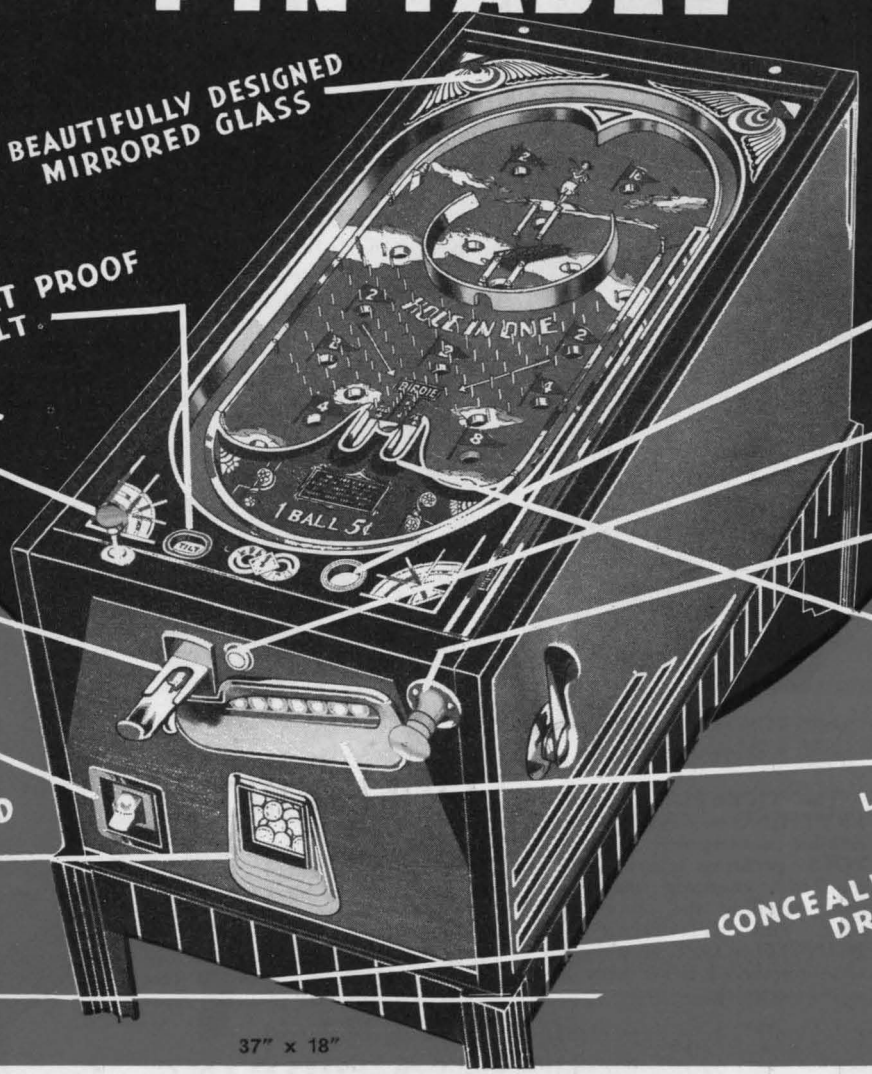
ALL OVER THE COAST

HOLE IN ONE

ECKHART'S

New Sensational

1 BALL AUTOMATIC PAY-OUT PIN TABLE



BEAUTIFULLY DESIGNED MIRRORED GLASS

AUTOMATIC CHEAT PROOF ANTI-TILT

PAY-OUT LEVER

A·B·T COIN CHUTE

GUM VENDOR

EXPOSED or CONCEALED JACK POT (AS ORDERED)

AUTOMATIC PAY-OUT INDICATOR

ACE PICK-PROOF LOCKS *REAR and FRONT*

A·B·T PLUNGER

BUILD-UP FOR JACK POT

ESCALATOR LAST 8 COINS VISIBLE

CONCEALED PAY-OUT DRAWER

37" x 18"

$87.50

BIG JACK POT...12 WINNING HOLES...ONLY 8 LOSING HOLES
A "COME ON" THE PLAYERS CAN'T RESIST!

HOLE IN ONE, with features far in advance of anything being offered, is the most powerful money maker you can place on location. Mechanically perfect, this one ball automatic pay-out game is thrilling and exciting in its unique play. The apparent ease of "winning" fascinates and holds the players' interest. They always come back to play HOLE IN ONE! HOLE IN ONE is unusually beautiful with its designed mirrored glass, attractive playing field and ultra modern cabinet. Your profits with HOLE IN ONE will positively amaze you. We urge you to wire, write or phone now!

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Genco BRINGS YOU

TWIN PLUNGERS!

Double action and double interest is created by having an additional plunger on the left side to shoot balls that would otherwise be outs. The 10 holes on the playing field have corresponding lights on the light rack. The 1000, 900, 800, 700 and 600 lights must be lit to win. Score-A-Lite is the richest looking game on the market. Just see it!

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GENCO, Inc.

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"SPEEDY" Penny and Nickel Aluminum Tube Coin Counters. Stacks and counts accurately and makes wrapping easy. Fits vest pocket. When ordering state whether 1c to 5c size. They come in two sizes. Money refunded if not satisfied. Price $1.50 each postpaid. SUPREME PRODUCTS COMPANY, 333 N. Michigan Ave., Chicago, Illinois. SS

DO YOU COUNT PENNIES AND NICKELS? "PRESTO" coin counter counts and stacks 100 pennies in 15 seconds, also stacks nickels. Fits the pocket. Handy, rapid and exact. Money refunded if not satisfied. Price $1.50 each, Postpaid. SUPREME PRODUCTS COMPANY, 333 N. Michigan Ave., Chicago, Illinois. SS

MAILING LISTS: Newly compiled of buying operators and jobbers from coast-to-coast, or by states if desired. 2,500 names $5.00, 5,000 names $9.00, 7,500 names $12.00. We guarantee our lists to be up-to-date and accurate because of regular mailings. SUPREME PRODUCTS COMPANY, 333 N. Michigan Ave., Chicago, Illinois. SS

SUPPLIES—1000 Tubular Wrappers (50 pennies or 40 nickels) either size $1.00; Half Case (5,000 balls) Good Quality Ball Gum $5.90; 7/8 inch marbles for pin tables (set of 10) 60c; One inch marbles (set of 10) 75c; Four Dry Cell Batteries $1.00; Roller Bearing Percentage Regulators (Gimmigs) 10 or 20 stop 50c each; 10 pounds Vending Machine Candy $1.55; 30 pounds Vending Machine Candy $4.50; Glass Globes for Columbus Venders $1.00 each, or $10.80 per dozen; Wall Brackets for Columbus Models "M," "ZM" or "ZMB" 50c each; Vice Grip Locks 50c each, or $5.50 per dozen; Suction Rubber Cups $1.00 per dozen. All prices f.o.b. Wichita. Cash with order. M. T. Daniels, 1027R University Ave., Wichita, Kans. A-1

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It's drastically different
COMBINATION
by HARRY WILLIAMS

FINAL FORMS FOR MAY CLOSE

Copy and Cuts Must Be in Los Angeles on That Date. Positively No Extensions

May 5

GREATEST of the BEST

(by EXHIBIT as usual)

IN ATTRACTION • PERFORMANCE • PROFIT MAKING

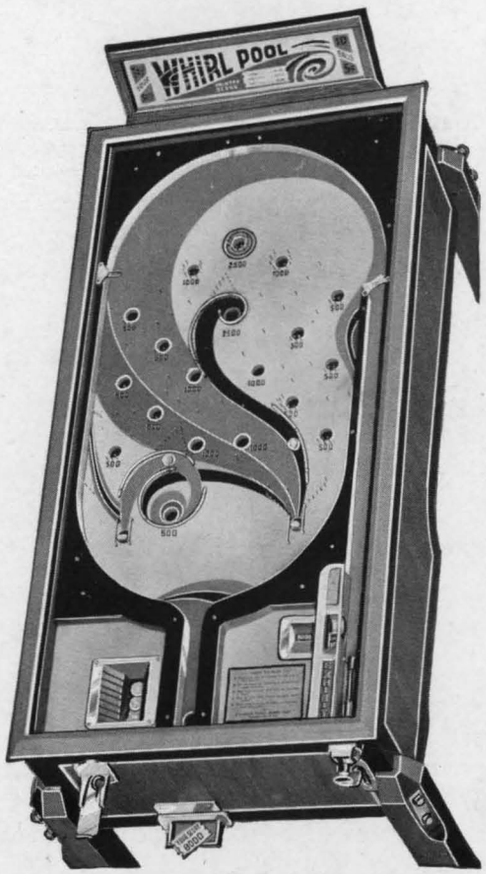
WHIRLPOOL
TICKET GAME

At last—the dream of every operator for a game—with no more doubts on pay offs—with no more doubts on collections—with no more time lost to add scores—has become a REALIZATION.

THE TICKET TELLS EVERYTHING.

—and besides—a game with INTERCHANGEABLE play board feature.

In WHIRLPOOL—EXHIBIT presents the greatest development in Coin Machine history—a game that performs entirely automatically—counting each ball shot into the playing field—totaling score as game carries along—and finally the instant the 10th ball is placed—the player receives his total SCORE PRINTED on a double serial numbered ticket. If the score obtained is entitled to an award—the player delivers the ticket to the merchant saving time and attention to check scores as usually required with other type of games.



WHIRLPOOL has a fascination, animated action playing board that is far different and in keeping with EXHIBIT'S aim to make this game a masterpiece of all pin tables. Its dual kickers provides newer thrills for players—propelling steel balls—whirling curving and swerving directions on a beautifully designed smooth rolling surface.

Its magnificent cabinet 21 by 42 inches is sturdily constructed to withstand hard uses for years to come—and always will be in vogue when newer play boards are installed.

It required over $60,000 to perfect this master ticket game. 750 games have been on testing locations for nearly 2 years to prove it worthy of your investment and PROFITABLE for you as well as free from mechanical imperfections to assure faultless performance on locations.

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HORSE SHOES

With the THRILLS and PAYS of the TURF. The most unique HORSE RACE GAME ever offered. Player has the chance to WIN, PLACE or SHOW—and receive odds should the selected horse show up in any one of these positions. Plays pennies, nickels, dimes and quarters—with indicator always showing last coin played. Built in magnificent case with the assurance of perfect mechanical performance at all time. A popular counter size—14 in. long, 10 in. wide, 5 in. deep, with ball gum vender.

I • O • U

No reward card or instructions to players necessary. Game explains itself.

With a penny, nickel, dime or quarter in the slot—away gallop three white cubes to show up the letter combination that spells I.O.U. and then refers to pay off odds indicated by numerals on the black cube—whether 1-2-3 or 8.

SIMPLICITY — FAST — and FASCINATION makes I.O.U. a successful counter game to win players — and PROFITS for the operator.

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EXHIBIT SUPPLY CO. 4222-30 WEST LAKE STREET CHICAGO

A Personal Message from *David C. Rockola*

EVER since the announcement of our new plant in Chicago, there has been much speculation in the industry as to our plans for the future.

To our doors have come, daily, bright young men and conservative old ones, all in search of the same information—the same exciting fact:

WHAT ABOUT THE FUTURE?

And of one and all these interested people, we asked that they wait and watch.

It must be clear, however, to anyone acquainted with the progress of this organization that the acquisition of the new plant comes as a logical, a natural, and a necessary step. Moreover, it comes at a most opportune time.

The next 90 days will foreshadow a new era in coin machine history. An era replete with many new revolutionary things.

And you may be sure the new Rock-Ola Plant will play its part in presenting you with some of the finest products ever conceived by the human mind.

Not only is there the ARMY-NAVY game with its new "gold top" playing field. Not only is there the rich little HOLD and DRAW machine. But there is also the great new MULTI-SELECTOR phonograph, the fascinating GOLD RUSH pay-out game, and the daring new FLASH machine. And, crowding these new games for first honors will come magnificent light-up games. And brilliant pin games. And all will possess immense earning-power.

Announcements of these new products will be released any hour now—some, in fact, are already on the way to you. Watch for them. They bring good news.

ROCK-OLA MANUFACTURING CORPORATION

800 NORTH KEDZIE AVENUE CHICAGO, ILLINOIS, U. S. A.

Ship Ahoy!

★ It comes just in the nick of time. Just when you need a peppy, punchy, low-priced counter machine. One that can stand up and give a good account of itself. And that's exactly what you have in SHIP AHOY—Rock-Ola's smart, new counter machine. ★ From an operating angle, SHIP AHOY is everything you have ever imagined. It fits the bill to a T. It is so new, so different, so startling, that it will make you stand up and cheer. ★ The idea? Well, the idea in SHIP AHOY is to *balance the boat*. Glassed in the upright cabinet, before your very eyes, is a ship at sea in distress. By inserting a coin—anything from a penny to a silver dollar, you can balance the ship back to safety providing you are skillful enough. The appeal fascinates you almost to the point of hypnotism. You drop 1 coin, 2 coins, 3 coins . . . and you keep on dropping every spare coin in your pocket without let-up. You just can't resist the urge of this challenging little machine. You feel forced to balance the boat. ★ It is safe to predict that SHIP AHOY will set a new style—that it will prove to be one of the fastest money-makers and smoothest-workers ever built in the Rock-Ola House of Mechanical Magic. ★ Schedules on quantity shipments are now being arranged. It will have to be a case of first come first served. And to judge by the way this little machine has taken hold, the wise thing to do is to see your nearest Rockola-Distributor at once. Do not lose a minute. Get your orders placed immediately. Make sure of an ocean of profits with SHIP AHOY!

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1 or 100

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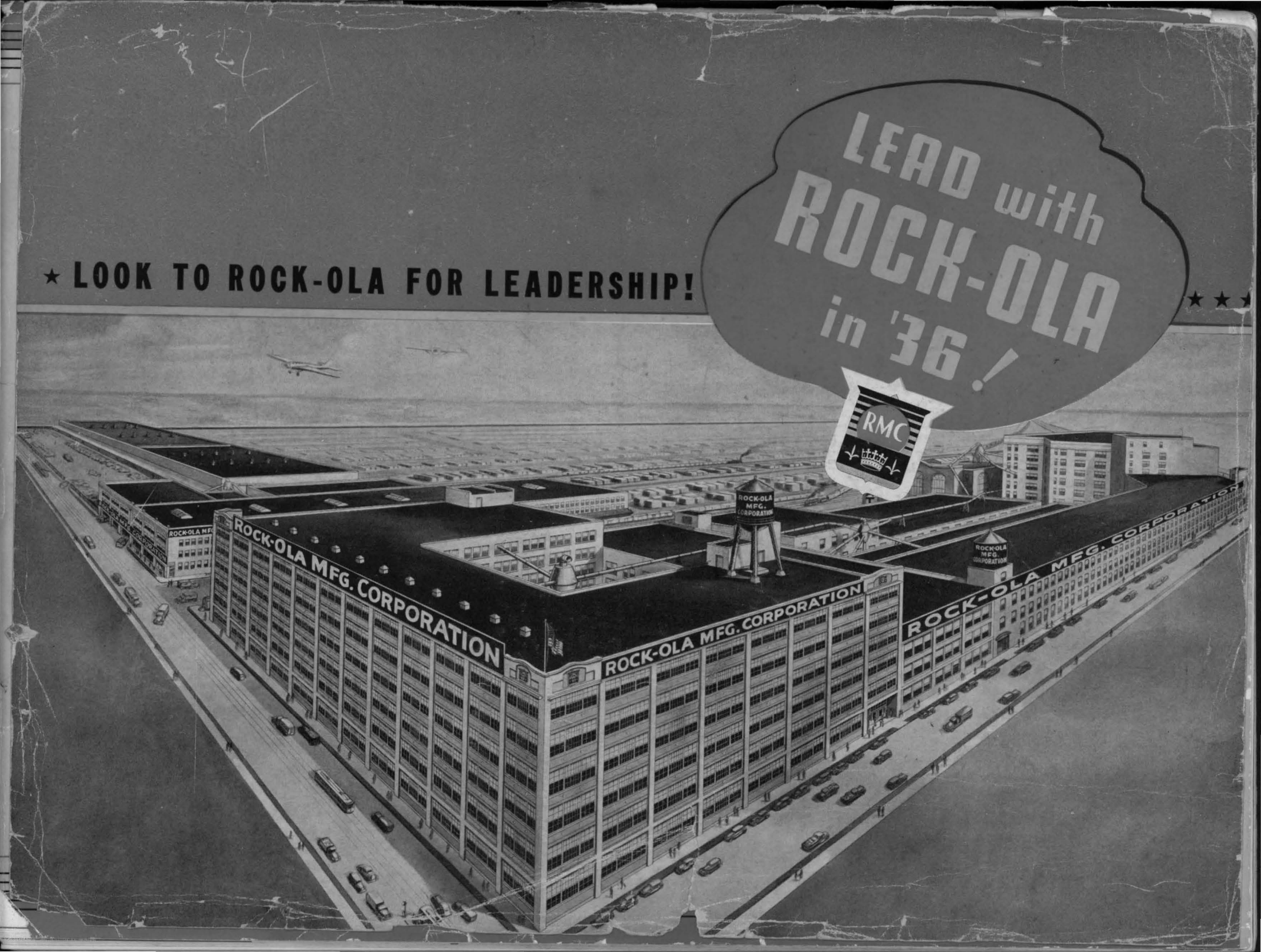
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